JUNE 27, 1960

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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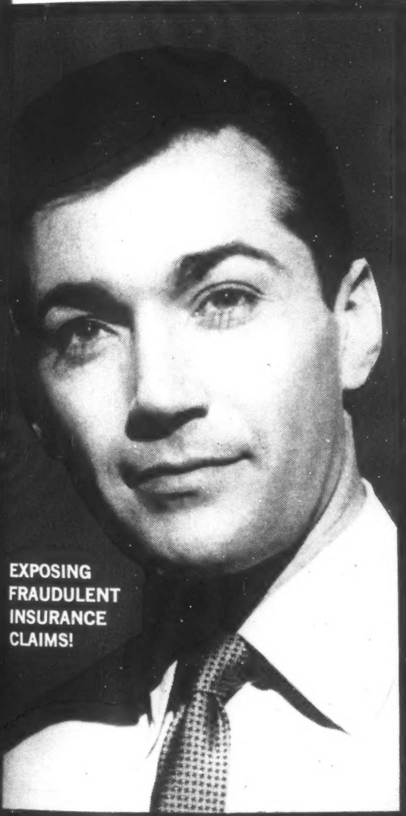


EXPOSING FRAUDULENT INSURANCE CLAIMS!

NOW! NEW!

WITH JEAN BLAKE AS PHYLLIS
Robin's Girl . . . and WHAT A GIRL!

"The Case of the DANGEROUS ROBIN"

A MODERN SERIES FOR EFFECTIVE MODERN PROGRAMMING!

STARRING RICK JASON AS
ROBIN SCOTT
"Negotiator" Extraordinary

HE KNOWS MORE ABOUT THE UNDERWORLD THAN ANY MAN ALIVE!

Every week . . .
COLORFUL PLACES! FASCINATING PEOPLE!

ZIV United Artists INC

The New Power
In TV Programs . . .
Ziv-United Artists, Inc.
488 Madison Avenue
New York 22, N.Y.

3 CULTURAL GROUPS COMPOSE NEW YORK'S MASS MARKET

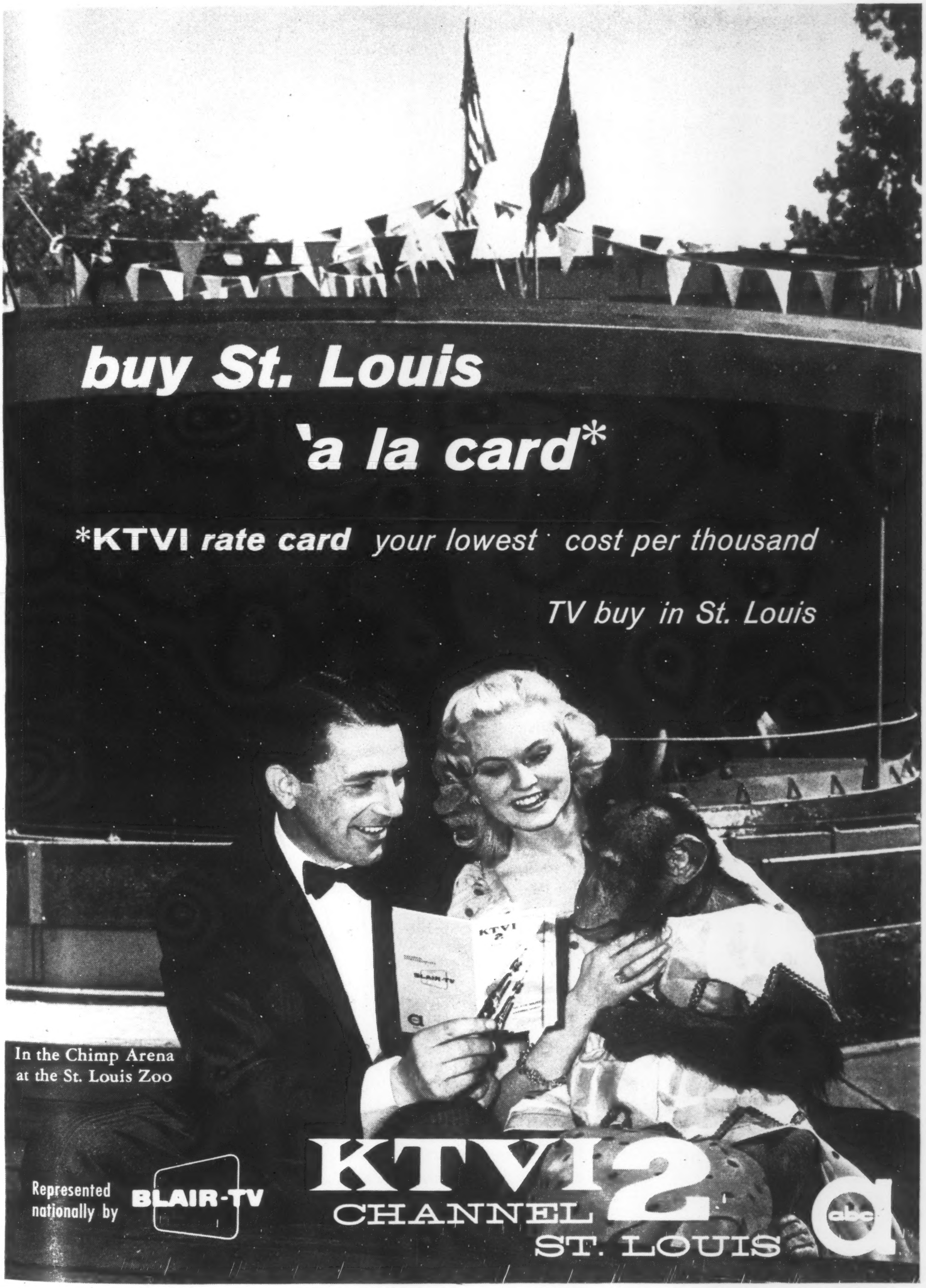
Five and one half million people in metro New York have cultural affinities to the Spanish-speaking, Italian, and Negro communities.

WADO has oriented its programing to reach this mass audience in depth, with the dignity due each group and a recognition of their potential in our economy.

Only **WADO** reaches the seventeen county area which embraces this constantly expanding audience.

BARTELL BROADCASTING CORPORATION
444 MADISON AVENUE, NEW YORK 22, NEW YORK

WADO	New York
WOKY	Milwaukee
WAKE	Atlanta
WYDE	Birmingham
KYA	San Francisco
KCBQ	San Diego
TeleHaiti	
TeleCuracao	
TelAruba	



buy St. Louis 'a la card*

*KTVI **rate card** *your lowest cost per thousand TV buy in St. Louis*

In the Chimp Arena
at the St. Louis Zoo

Represented nationally by BLAIR-TV

KTVI 2
CHANNEL
ST. LOUIS

IN THE DALLAS-FT. WORTH MARKET
TV
means
Channel 4

KRLD-TV sends your message to a potential 676,500 TV Homes in the South's richest market.

The Net weekly circulation of KRLD-TV is 586,100 homes. . . . 37,500 more than station B. . . . 77,800 more than station C. . . . 222,700 more than station D.*

You SELL more with Channel 4 . . . because you REACH more.

*ARB — April 1960

KRLD-TV **represented nationally by the Branham Company**

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Payola bill ■ Networks and syndicators are eyeing congressional action on Harris amendments on sponsor identification (Sec. 317), in connection with film production of shows scheduled for fall. If Sec. 317 is amended as proposed, producers can forget about credits involving hotels, airlines and other commercial entities receiving casual identity (without paying for them directly or indirectly). If, on other hand, amendments contained in S 1898 founder in adjournment rush, network lawyers are insisting upon credits to comply with FCC's rigid interpretation of Sec. 317. In some instances this might mean three or four minutes of "crawl" credits in half-hour show.

While broadcasters generally favor number of provisions in Harris amendments, they are going all-out in opposition to suspension and fine proposals (BROADCASTING, *June 13). Catching hold is notion that they'd rather have no legislation at all and rely upon FCC to modify onerous Sec. 317 interpretation than accept suspension provision. Last stand would be made in Senate-House conferences on bill.*

Heavy guns ■ To launch new fall season, NBC-TV, with cooperation of affiliates, is considering $3.3 million campaign in number of consumer magazines on 52-week basis. Reciprocal transactions (exchange of space for spots) was proposed to NBC-TV affiliates' Board of Delegates at New York meetings last week, as part of overall audience promotion plan. Board favored plan and is recommending it for affiliate approval.

Consumer publications understood to be included in unprecedented promotional project are Life, Time, Look, Reader's Digest *and* TV Guide. *Color inserts will be used in several instances. Transactions would be mutually cancelable after each 13-week cycle.*

Government security ■ With confirmation last week of Robert E. Lee for new seven-year term on FCC, all six of incumbent commissioners will be eligible for retirement upon completion of their existing terms. Requirements are minimum of 20 years of government service (not necessarily FCC) and minimum age of 50. To procure maximum retirement, 30 years' service is required with minimum age of 60.

Here's how commissioners stack up on retirement under existing tenures: Chairman Fred W. Ford, now 51, whose term expires in 1964, will have had 24 years' service; Commissioner Rosel H. Hyde, 60, whose term expires in 1966, will have had 42 years; Commissioner Robert T. Bartley, 51, whose term expires in 1965, will have had 25 years; Commissioner T. A. M. Craven, 67, whose term expires 1963, will have had 40 years (including Navy); Commissioner John S. Cross, 55, whose term expires in 1962, will have had 31 years, and Commissioner Lee, 48, with new term expiring 1967, will have had 29 years.

Dove on the wires ■ Community antenna operators say they're serious about making peace with broadcasters. In fact, Milton Shapp, Jerrold president (Jerrold operates nine systems and is major manufacturer of catv gear), is urging idea that when catv group seeks franchise in community having local tv station, it should pledge bond to insure that local station won't go out of business. In this way, he reasons, catv can counter argument that catv will drive local tv off air and thus deprive area of local service.

Out and in ■ No sooner had multiple owner Robert W. Rounsaville sold his WQXI Atlanta to *Esquire* magazine for $1,850,000 (see CHANGING HANDS, page 61), than it became known he was seeking replacement. At week's end, reports were current, apparently with some foundation, that Mr. Rounsaville has completed negotiations for purchase of KKSN Grand Prairie, Tex. (Dallas area) for about $300,000.

Deep-seated plugs ■ CBS-TV's "purity campaign" that was begun after tv quiz revelations last fall is said to be making good headway toward all its objectives but one. That's elimination of free plugs for performers. Problem occurs principally among guest stars or participants on panel shows, where introductions traditionally mention performer's latest movie, record, book or whatever else needs promotion. Plugs of this kind are so ingrained in show business that so far they have defied all CBS-TV efforts to stamp them out.

Night breaks ■ NBC-TV affiliates are pitching, through their Board of Delegates, for expansion of some nighttime station breaks to 40 seconds. Delegates put it up to network officials at meeting last week at NBC Board Chairman Robert W. Sarnoff's home in Armonk, N.Y., and reportedly won network agreement to think it over. Sources close to NBC decision-makers were guessing last week that network would be willing to clip 10 seconds off enough shows to give affiliates three or four 40-second breaks per week. ABC-TV meanwhile plans to introduce seven 40-second breaks per week, one each night (see page 58). Expanded breaks accommodate for local sale two 20-second spots or combination of one 10 and one 30.

Worldwide audience ■ Plans to let western Europe look in on next month's national political conventions were in works last week. Details were sparse, but essentially idea is for one tv network, probably ABC-TV as originator of video pool coverage, to send tapes of convention proceedings by jet to England where they would be transmitted throughout Europe via Eurovision network day after occurring in Los Angeles or Chicago.

Landau's NTA deal ■ Attorney for Ely A. Landau, board chairman of National Telefilm Assoc., New York, was reported in Hollywood over weekend seeking to wind up negotiations in which Mr. Landau would purchase from National Theatres & Television, NTA's parent company, following eastern-based NT&T properties—WNTA-AM-FM-TV Newark, NTA Telestudios (tape production unit), Play of the Week Corp. (producer of *The Play of the Week* dramatic series) and all taped programs made by NTA. Though insiders believe deal is all but done, negotiations are not expected to end until sometime this week.

Spreading empire ■ TelePrompTer President Irving B. Kahn, who sees eventual marriage of subscription television and community antenna systems, is putting his money behind his predictions. Already owner of catv systems in Silver City and Farmington, N.M., and in Liberal, Kan., and Rawlins, Wyo.—with total of 7,700 subscribers—he's about to close deal for 11 more that have 10,000 connections. He's buying out AntennaVision Inc.'s string in Christmas, Clifton-Morenci, Globe-Miami, Holbrook, McNary, Ray-Sonora, Safford, San Manuel, Snowflake and Winslow, all in Arizona, and Big Bear, Calif. Mr. Kahn urged pay tv-catv union at catv convention last week (see page 78).

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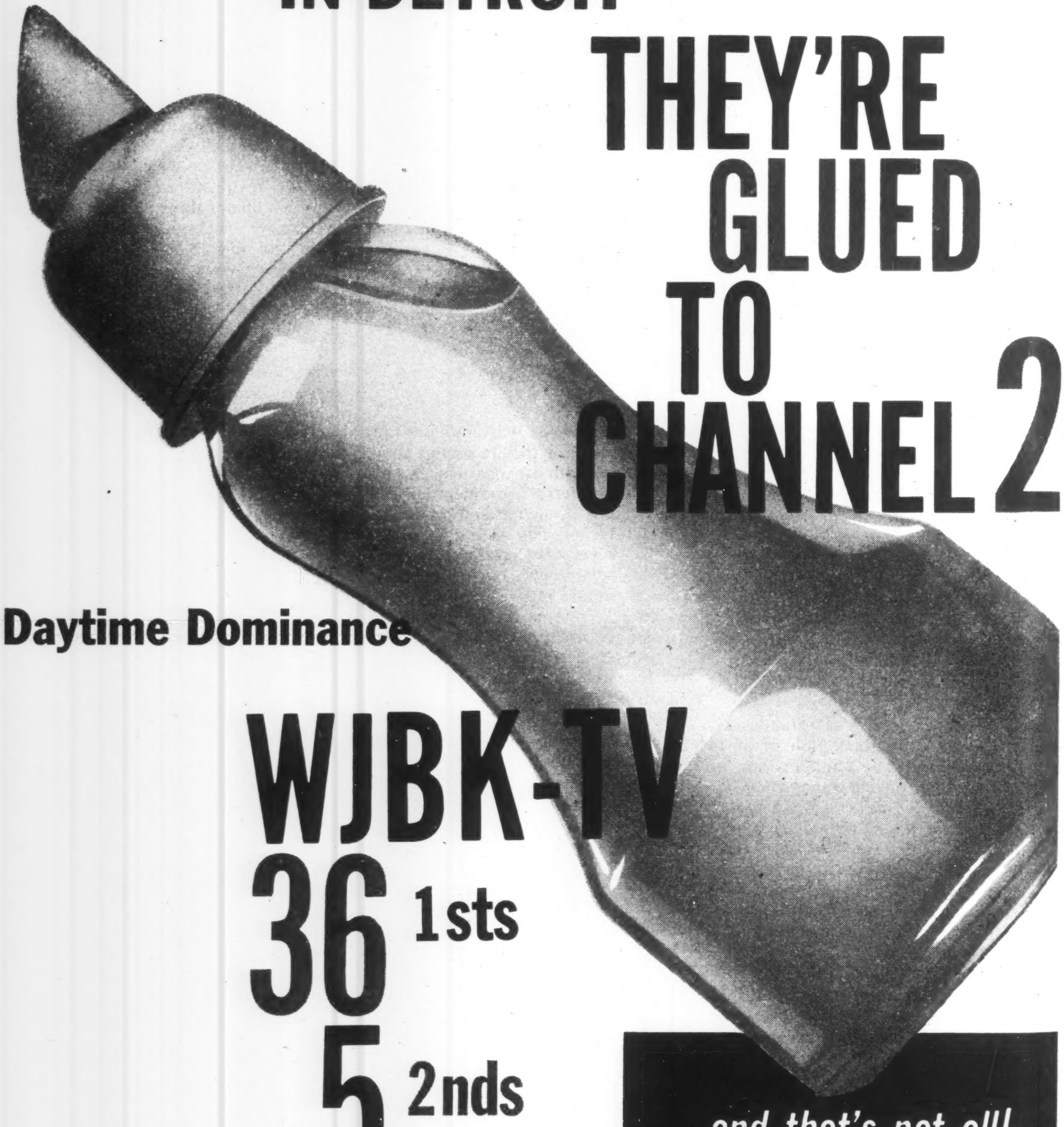
IN DETROIT

THEY'RE GLUED TO CHANNEL 2



Daytime Dominance

WJBK-TV

36 1sts

5 2nds

Out of **42** Daytime Quarter Hour Periods
(7:30 a.m.—6 p.m.
Mon. thru Fri.)

...and that's not all!

WJBK-TV Ranked

1st in OVERALL SHARE
OF AUDIENCE FROM
SIGN-ON to SIGN-OFF

1st in 5 OF THE 6
3-HOUR SEGMENTS

April 1960 Nielsen

a **STORER** station **WJBK-TV DETROIT** Channel **2 CBS**
NATIONAL REPRESENTATIVES: THE KATZ AGENCY

WEEK IN BRIEF

Mr. Diamant

How well does humor sell on tv ▪ It sells very well and there are sales figures to prove it, says Lincoln Diamant, vice president in charge of tv-radio for Daniel & Charles Inc., New York. Wit done in good taste even can heighten the impact of commercials for products that normally are considered subjects for rather dry, serious treatment, he believes. In this week's Monday Memo, Mr. Diamant says it's time for agency and advertiser folk to learn to appreciate America's love for humor and to cast off tv "pretentiousness." Page **22.**

The fall schedules ▪ Tv networks are just shy of locked in for their nighttime programming in 1960-61, but still have the doors open to advertisers. Weekly production costs will hit record $6.8 million, according to Broadcasting's rundown which shows the programs, their costs, the advertisers and agencies now aboard, what's still up for sale and when the fall cycles start. Page **33.**

April network billing ▪ Procter and Gamble leads the lists, as usual. Page **36.**

The big 189 city areas ▪ Census figures pinpoint the dense population centers. Page **46.**

ABC Radio blueprint ▪ New hour-long daytime program planned, five-minute newscast schedule to be extended to every hour, sports coverage to be stepped up, officials report at meeting with key affiliates. Page **58.**

Radio code ready ▪ Newly appointed board of nine to direct administration of NAB's ethical standards, now open to non-member as well as member stations and provided with a set of enforcement teeth. Page **64.**

Harris' one-two punch ▪ Payola and influence. Page **70.**

Senate confirms Lee ▪ FCC member gets new seven-year term in 64-19 vote. Page **71.**

Proxmire's dander is up ▪ He's upset over congressional interests in Albany ch. 10 case. Page **74.**

Pay tv subject hots up ▪ Rivalry between over-the-air tollcasting and wired pay tv gathers head of steam as RKO General files for FCC approval of Hartford test; TelePrompTer introduces Key Tv device for wire line fee tv, and both TPT's Irving Kahn and Telemeter's Paul MacNamara address National Community Television Assn. Page **78.**

No legislation thank you ▪ Community television operators asked to endorse resolution against any legislation at this time. Miami Beach convention also studies arrangement possibilities with local tv broadcasters and reorganization of its national association. Page **82.**

Tv writers back at work ▪ WGA, producers finally reach agreement. Page **83.**

The eye and Emmy ▪ Tv academy stakes dominated by CBS stable. Special citation for President Frank Stanton. Page **85.**

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AUDITED PAID CIRCULATION ABC
BUSINESS PAPER LEADERSHIP ABP

*Television Age 100 Top Markets 11 30 59

**SRDS Consumer Market Data 1 1 59

BUY ONE GET THREE IN MICHIGAN

WILX-TV
LANSING
26th
TV market nationally*—
Lansing, Jackson, Battle Creek

WILX-TV
JACKSON
11th
in population**—
Lansing, Jackson, Battle Creek

WILX-TV
BATTLE CREEK
46.2%
outstate Michigan population**
Lansing, Jackson, Battle Creek

SERVING MICHIGAN'S GOLDEN TRIANGLE

WILX-TV
LANSING
JACKSON
BATTLE CREEK
CHANNEL 10

Associated with WILS-Lansing, WPON-Pontiac
CONTACT VENARD, RINTOUL & McCONNELL

KANSAS CITY AT NIGHT means business. Here's the downtown district at 8 p.m. on a Monday night. It's booming.

Photo: Randazzo and Morrison

SEAL OF GOOD PRACTICE

CBS TELEVISION NETWORK CHANNEL 5

C'mon downtown, in Kansas City

Exciting things are happening there.

Stores open at night. Free bus rides. Free parking when you shop. Two for the price of one at the movies.

It's all the work of the Kansas City Downtown Commission. They're creating a commercial renaissance for themselves along Main, Grand and Walnut. Everyone, to borrow the slogan, is coming on downtown.

And when they do, KCMO-TV can help make sure they're in a buying frame of mind, so far as you're concerned. For more people watch KCMO-TV (according to ARB and Nielsen) than any other station.

It's not so hard to understand why. KCMO-TV **means** Kansas City, Missouri. And KCMO-TV broadcasts at maximum power from America's tallest self-supported tower.

Kansas City MO-TV

E. K. Hartenbower, Vice President and General
Sid Tremble, Station Manager

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV
TULSA	KRMG		John Blair & Co.

Represented Nationally by Katz Agency.

Meredith Stations Are Affiliated with BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.

MBS editorializing to begin August 1

MBS plans to start editorializing Aug. 1 with Robert Hurleigh, president, voicing copy. Announcement of editorial service was made Friday after meeting of network management and Mutual Affiliates Advisory Committee at Chicago's Edgewater Beach Hotel.

At same time network announced it would start circulating trade newsletter to affiliates to report "projections on trends and actions in the broadcast field."

Mr. Hurleigh said newsletter was intended to bridge gap left by existing trade publications which must confine themselves to factual reports.

"Station owners know that trends and unprintable tidbits provide necessary insight into the broadcast horizon ahead," he said. Newsletter will specialize in that type of information.

Hearing is closed in Florida tv case

After 2½-hour hearing in Philadelphia Friday (June 24), record was closed in FCC rehearing of Miami ch. 7 grant to determine if improper pressures were exerted on members of FCC. Hearing Examiner Horace Stern ordered briefs to be filed by July 18 and said his initial decision would be forthcoming by Sept. 15.

Testifying Friday were James M. Cox Jr., one of principal stockholders in winning ch. 7 applicant Biscayne Tv Corp., and former Miami attorney Perrine Palmer Jr. A. Roy Cohn, New York attorney and former Senate investigator, also was scheduled to testify but was excused because of difficulties in getting to Philadelphia.

Grant was made in January 1956 to Biscayne (WCKT [TV]) over competing applicants South Florida Tv Corp., East Coast Tv Corp. and Sunbeam Tv Corp. Biscayne principals include Cox newspaper interests *(Miami Daily News)*, John Knight newspapers *(Miami Herald)* and former NBC President Niles Trammell.

Mr. Cox said he visited former FCC Commissioner Richard A. Mack in December 1955 to dispel rumors that two Miami newspapers had *"sub rosa"* merger agreement. Visit was made, he stressed, to protect "veracity" of ownership reports filed with FCC on behalf of other Cox broadcast stations in Dayton (WHIO-AM-FM-TV), Atlanta (WSB-AM-FM-TV) and Miami (WIOD-AM-FM). Mr. Cox testified he had no knowledge that J. Leonard Reinsch, managing director of Cox broadcast properties and prominent Democrat, had attempted in any way to make *ex parte* representations to members of FCC on behalf of Biscayne.

AAAA copy code

Agencies throughout U.S. have been asked to subscribe to American Assn. of Advertising Agencies' "copy code" and that code's "interpretation with respect to television commercials," AAAA said Friday (June 24). Documents are designed to "promote high standards in advertising copy." Tv-oriented "interpretation" was issued by AAAA earlier this year, has been endorsed by NAB Tv Code Review Board, all three national tv networks and Advertising Federation of America.

Mr. Palmer stated he had introduced Jack Stein, South Florida president, to Miami attorney Thurman Whiteside [BROADCASTING, June 20]. Mr. Whiteside, in turn, contacted Commissioner Mack and received $5,000 fee from South Florida. Mr. Palmer reported that Mr. Whiteside, in turn, paid him $1,250 "for introduction." Witness disclosed he also saw Mr. Mack and asked him not to vote for Biscayne for monopoly reasons and to give favorable consideration to South Florida.

Roach fined $500 in propaganda case

Hal Roach Jr., son of famed movie producer and at one time chairman of Mutual Broadcasting System, was fined $500 Friday for failing to register MBS as foreign agent. Fine was imposed in U.S. District Court in Washington, in connection with $750,000 payment in 1959 to MBS by Dominican Republic to broadcast propaganda over network. Roach had pleaded no contest to charges. Involvement occurred when financial manipulator Alexander L. Guterma was president of network. Mr. Guterma is now serving prison sentence for failing to file required financial reports on his various companies with Securities & Exchange Commission. He also pleaded *nolo contendre* in Dominican deal after his trial started.

In imposing fine Federal Judge Joseph R. Jackson told Roach that he was "more sinned against than sinning." Roach told newsmen he hoped to resume producing motion pictures for tv and theatres.

Ampex realigns

Robert Sacklan, vice president and general manager of Ampex Corp., has been elected executive vice president and chief operating officer, George I. Long Jr., Ampex president and chief executive officer announced June 27. At same time vice presidents Phillip L. Gundy and Thomas L. Taggart were named senior vice presidents, each responsible for group of Ampex integrated product companies: Mr. Gundy, for Ampex International, Ampex Professional Products Co. and Ampex Audio Co.; Mr. Taggart for Ampex Data Products Co., Ampex Military Products Co. and Orr Industries Co.

Catv group seeking better tv relations

All proposals submitted to members of National Community Television Assn. by board of directors (see page 78) were accepted unanimously Friday at full membership meeting at convention in Miami Beach, Fla.

Chosen to lead 500-member organization for 1960-61 was Sandford Randolph, Clarksburg, W.Va.

Policy positions, adopted Friday, include (1) opposition to legislation at this time, (2) amelioration of relations with telecasters in about dozen "critical" areas, (3) reorganization of national association to add paid chief executive and attorney to handle legal details, (4) boost in budget to over $200,000 (compared to $175,000 annual budget now).

In addition to Mr. Randolph, who is vice president-manager of 8,000-subscriber Charleston catv system, also elected were: Larry Boggs, Vumore Co. (this is subsidiary of Video Independent Theatres Inc., Oklahoma City, and runs 13 catv system in Oklahoma, Texas and Mississippi), vice president; Charles Clements, Waterville, Wash., secretary, and Glenn Flinn, Tyler, Tex., treasurer.

Chosen to fill unexpired terms on board of directors were Ray Schneider, Williamsport, Pa. (1 year); Norman Hendry, Prescott, Ariz. (2 years) and Curtis Faris, Guymon, Okla. (2 years).

Seven new directors, filling full three-

AT DEADLINE CONTINUED

year terms, were elected: Al Ricci, Keene, N.H.; Lee Stoner, La Grande, Ore.; Gene Schneider, Casper, Wyo.; Fred Goddard, Aberdeen, Wash.; Dean DeVoe, Barstow, Calif.; Jack Crosby, Del Rio, Tex., and Jack Pryor, Hornell, N.Y.

Dismissals denied

Motions to dismiss indictment against former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside were denied Friday by Federal Judge Alexander Holtzoff in Washington District Court. The motions were based on failure of speedy trial and on technicality involving one of counts in indictment. Action Friday clears slate for retrial of former commissioner and friend charged with conspiring to throw grant of Miami ch. 10 to National Airlines. First trial last year resulted in hung jury.

Mrs. Bolling dies

Maxine Bolling, wife of George W. Bolling, president of The Bolling Co., representative firm, died June 23 after heart attack in Traverse City, Mich. Services are to be held there today (June 27).

Congressmen argue payola bill sanctions

Objections to monetary forfeiture provisions of payola bill (S 1898) were raised in 45 minute of debate late Friday on House floor by Rep. Charles Jonas (R-N.C.) who said he planned to offer amendment to require five-day notice be given station before proposed $1,000 fines are imposed. Bill's author, Rep. Oren Harris (D-Ark.), replied he would explained to Rep. Jonas' satisfaction how forfeiture provision put station "on notice" when debate resumes today (Monday).

Rep. William Avery (R-Kan.) noted small stations' objection to suspensions and forfeitures and said committee viewpoint is that FCC should impose sanctions in this order: (1) cease and desist, (2) forfeiture, (3) suspension and (4) revocation; more stringent sanctions to be imposed for willful and repeated violations. He said he thought headlines probably had distorted prevalence of payola practices among 3,500 am stations.

Rep. John Bennett (R-Mich.) is scheduled to offer amendments today to provide network regulation provisions in bill. He was unavailable for comment on rumor he planned to move to recommit bill to committee.

Equal time to floor

Senate Democratic Policy Committee late Friday cleared S.J. Res. 207, which would suspend equal time provisions of Communications Act this campaign year to give broadcasters free hand in presenting major party presidential and vice-presidential nominees without being subjected to equal time demands from splinter-party candidates. This paves way for Senate action this week. Measure requires Senate and House approval and presidential signature.

Funds for advisor

Funds for $75-per-day telecommunications expert to serve in Office of Defense Mobilization are provided in legislation (HR 11,776) now before Senate and House conferees. Post understood to provide telecommunications advisor to President, specializing in frequency usage. OCDM currently has no such advisor.

WEEK'S HEADLINERS

Mr. Hulbert

James H. Hulbert named manager of NAB Dept. of Broadcast Personnel & Economics, succeeding **Charles H. Tower,** promoted to NAB tv vp. Mr. Hulbert has been assistant manager of department since September 1954. He formerly had been editorial assistant at the White House and was with WRCA-AM-TV New York as assistant to station manager. He is a graduate of Harvard Graduate School of Business Administration. Mr. Hulbert's department aids NAB member stations in business economics and personnel practices. It prepares annual financial surveys and employment studies for stations and sponsors annual broadcast seminar in business management at Harvard business school (this year, July 10-22). Mr. Hulbert's promotion was effective June 20.

Mr. Strouse

Mr. Resor

Norman H. Strouse, president of J. Walter Thompson Co., elected chief executive officer, succeeding **Stanley Resor,** who continues with agency as chairman. Mr. Strouse started with JWT as space buyer in San Francisco, became assistant Pacific Coast manager in 1942 and after World War II was account representative on Ford car in Detroit, became Detroit manager in 1948, elected vp in 1947 and director two years later. He was elected president in June 1955. Mr. Resor, 81-year-old veteran, is considered one of deans of advertising business, started with JWT in 1908 as head of Cincinnati office and took over agency when founder James Walter Thompson sold out. Under new organization, **Henry C. Flower Jr.** and **Samuel W. Meek** continue as vice chairmen of JWT with Resor stock now acquired by agency's profit-sharing trust (for members of company staff). Trustees are all members of executive committee as well as board (includes also in addition to three already mentioned: Kennett W. Hinks, vp; Howard Kohl, vp and secretary; George C. Reeves, vp and manager of Chicago office and Edward G. Wilson, vp and treasurer).

Robert E. Lee confirmed for new FCC term in 64-19 Senate vote last Thursday (see story page 71).

Mr. Hyman

Eliot Hyman resigned unexpectedly as president of United Artists Assoc., tv and feature film distributing affiliate of United Artists Corp. In 1947, Mr. Hyman founded Associated Artists Productions Corp., predecessor of UAA that has library of some 800 pre-1950 Warner Bros. features, 200 silent films, and hundreds of cartoons, both Warner and Popeyes. Mr. Hyman, it was indicated by Arthur B. Krim, president of UAA, will continue association with UA via his independent ventures and Seven Arts Productions (motion picture production organization).

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

THE AWARD-WINNING VOICE OF AUTHORITY

IN THE PIEDMONT CAROLINAS

Collectively, these awards mean that WBT's 38 years of broadcasting have made it the trusted and authoritative radio voice of the multi billion-dollar market in the Piedmont Carolinas.

WBT

CHARLOTTE

50,000 WATTS

AWARD-WINNING
VOICE of
AUTHORITY
in the
PIEDMONT
CAROLINAS

2,216,600

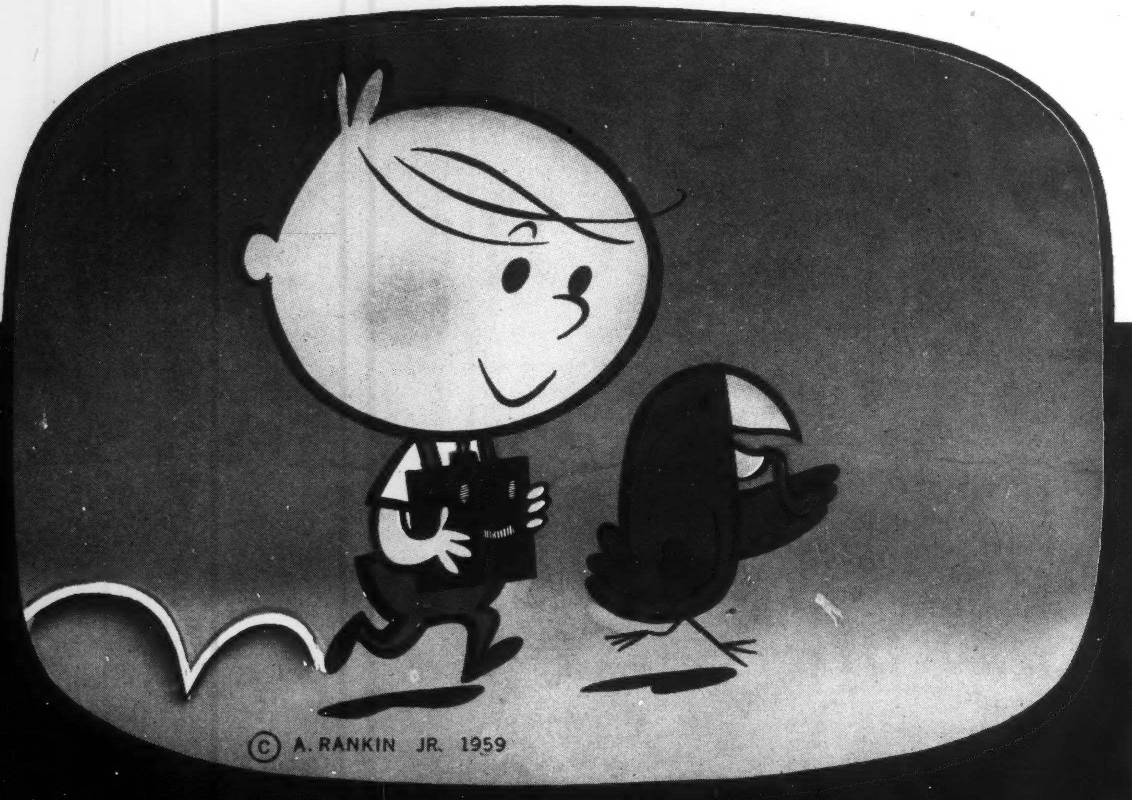
2,216,600 consumers populate the 75-mile radius around Charlotte . . . a population larger than the comparable area served by Atlanta.

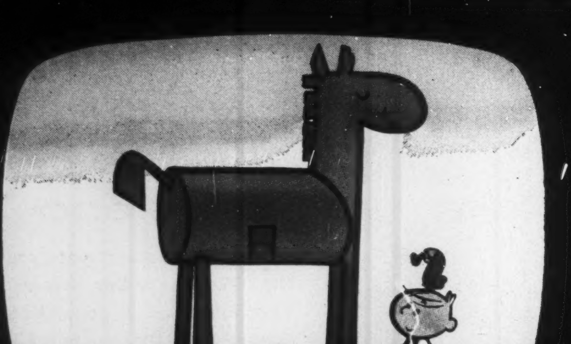
Jefferson Standard Broadcasting Company

Represented Nationally by CBS Radio Spot Sales

'Willy McBean and

IS THE BRAND-NEW AND





The Trojan Horse and the siege of Ilium,
Are spectacles that awe our Willy M.

The West's at its wildest when Willy heads out
With Buffalo Bill, the famed Indian Scout.

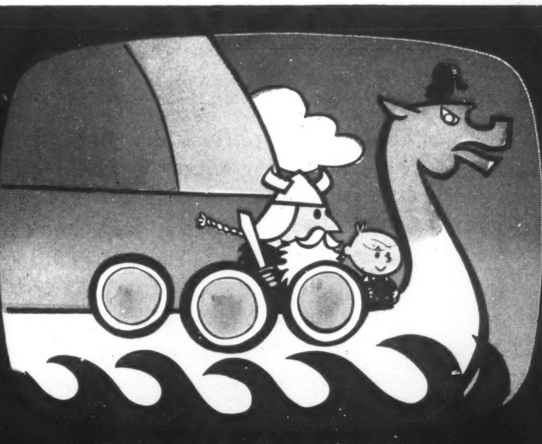
TRANS-LUX TELEVISION CORP. 625 Madison Avenue, N. Y. 22,
NEW YORK · CHICAGO · HOLLYWOOD

his MAGIC MACHINE'

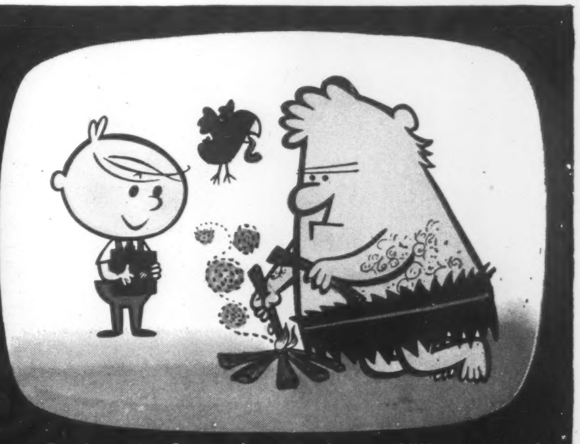
VERY ORIGINAL TV CARTOON!

Willy McBean lives in a special children's world, full of fact, fiction, fantasy and fun! He roams the past, the present, the future, with all the great adventurers of all time! Yes—Willy is as wonderful as the imagination of a child. That's why this fresh new television program will capture the heart and mind of every boy and girl . . . and grown-ups who are young in heart.

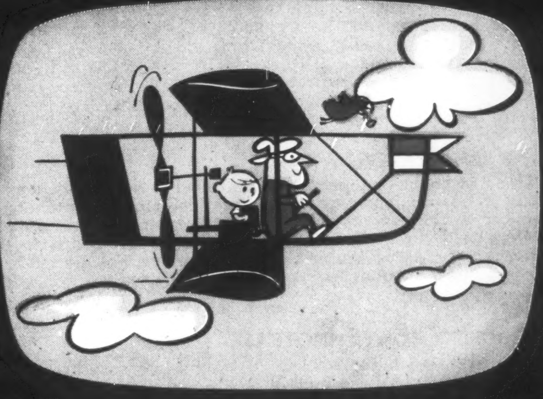
260 episodes available January 1961



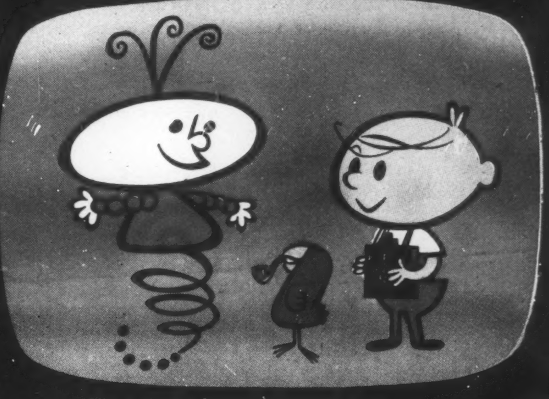
The bold adventures of a Viking,
Are very much to Willy's liking.



Back to the Stone Age our brave Willy went—
The creation of fire was quite an event!



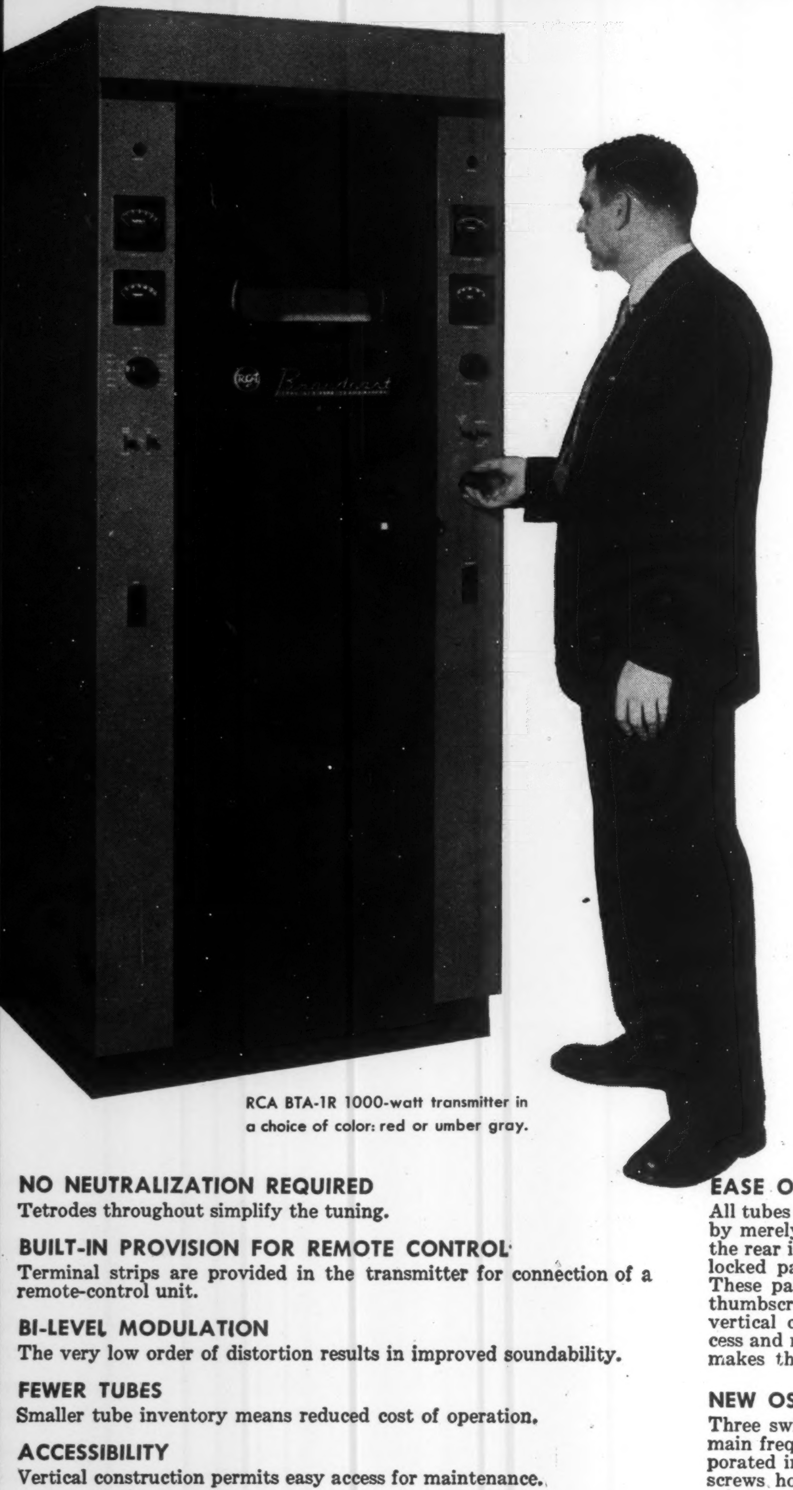
Willy is wide-eyed, just look at him gawk,
When the Wright Brothers fly at Kitty Hawk.



What Willy finds in outer space,
Makes Halloween seem commonplace.

N. Y., PLaza 1-3110-1-2-3-4

For information, contact RICHARD CARLTON, Vice President In Charge of Sales



RCA BTA-1R 1000-watt transmitter in a choice of color: red or umber gray.

ADVANCED RCA 1000-WATT AM TRANSMITTER paces the latest trends!

The design philosophy behind this ne broadcast transmitter is based on years o experience in developing the most reliable o broadcast transmitters, but the features ar radically new. Simplified tuning, reduced instal lation time, and built-in provision for remot control are some of the improvements. Als included in the design are provisions for remot Conelrad switching.

NO NEUTRALIZATION REQUIRED
Tetrodes throughout simplify the tuning.

BUILT-IN PROVISION FOR REMOTE CONTROL
Terminal strips are provided in the transmitter for connection of a remote-control unit.

BI-LEVEL MODULATION
The very low order of distortion results in improved soundability.

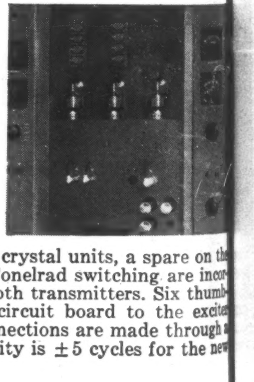
FEWER TUBES
Smaller tube inventory means reduced cost of operation.

ACCESSIBILITY
Vertical construction permits easy access for maintenance.

SIMPLIFIED TUNING
Only one tuning control—on the front panel. All operating controls are conveniently located on front, at both sides of door.

FUNCTIONAL COLOR STYLING
Fits into any surroundings through choice of color for doors: red or gray.

EASE OF ACCESS
All tubes can be reached from the front by merely opening the door. Access to the rear is provided through two interlocked panels behind the transmitter. These panels are easily removed with thumbscrew fasteners. Typical RCA vertical construction permits easy access and maintenance. Removable base makes the transmitter easy to move.



NEW OSCILLATOR
Three switchable temperature controlled crystal units, a spare on th main frequency, plus one for automatic Conelrad switching are incor porated in the new crystal oscillator of both transmitters. Six thumb screws hold the etched oscillator-buffer circuit board to the excite subassembly. All oscillator and buffer connections are made through plug type terminal strip. Frequency stability is ±5 cycles for the new RCA crystal units.

SIMPLIFIED POWER INCREASE
The exciter unit is the nucleus of the basic transmitter; all low-level rf and audio stages are built into a single unit. Thus, power increase is made easier.

For further information about the BTA-1R and other transmitters, call the nearest RCA Representative. Or write to RCA, Dept. HD-22, Building 15-1, Camden, N.J.

RCA
Tmk(s) ®

RADIO CORPORATION of AMERICA
BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, N.J.

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DATEBOOK

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

JUNE

June 20-Aug. 13—18th annual **Stanford Radio Tv-Institute**, offering 12 classes in broadcasting and film in cooperation with KNBC (TV), KPIX (TV) and KQED (TV), all San Francisco. Stanford U., Stanford, Calif.

June 21-July 7—Third annual workshop on the **Art of Preaching and Mass Communications**, sponsored by the E. Stanley Jones Institute of Communicative Arts and Emory U., Atlanta. Ministers will learn to plan and produce radio and tv programs, write and deliver more effective sermons and generally to use mass communications. Held at the university.

***June 26-30—Advertising Assn. of the West**, 57th annual convention, Hotel Del Prado, Mexico City. Theme: "Advertising in the Challenging Sixties." Keynote speaker will be Robert C. Hill, U.S. Ambassador to Mexico. Other speakers include Charles Brower, president, BBDO; James Fish, vp for advertising, General Mills; Romulito O'Farrill, prominent Mexican broadcaster; James Farley, president, Coca Cola Export Co., and Claude M. Robinson, chairman, Opinion Research Corp. A rodeo, bull fight, and golf tournament are among the entertainment features.

June 27-29—Institute of Radio Engineers fourth national convention on military electronics, sponsored by professional group on military electronics of IRE, Sheraton-Park Hotel, Washington, D.C.

June 27-July 1—First Advertising Agency Group, 1960 conference. Tropicana Inn, Dallas, Tex. Bayard E. Sawyer, associate publisher of "Business Week", main speaker at June 27 opening dinner. Agenda includes plans for expansion of group into New York, New Orleans, Baltimore, Denver, Portland, San Diego, Tulsa, Phoenix and San Antonio.

June 29-July 1—Virginia Assn. of Broadcasters annual meeting. Cavalier Hotel, Virginia Beach.

JULY

***July 10-22—NAB Executive Development Seminar**, Harvard Graduate School of Business, Boston.

July 11-15—Institute in Industrial and Technical Communications, Colorado State U., Fort Collins, Colo. Elwood Whitney, senior vice-president and director, Foote, Cone & Belding, will give opening address.

July 17-21—National Assn. of Educational Broadcasters seminar, U. of Wisconsin, Madison.

July 19-20—Idaho Broadcasters Assn. convention. John Meagher, NAB vice-president, and Ben Sanders, KICD Spencer, Iowa, will be featured speakers. Sandpoint, Idaho.

July 20-24—American Federation of Television and Radio Artists annual convention. **Shoreham Hotel, Washington, D.C.**

July 24-Aug. 5—Advertising Federation of America's second annual management seminar in advertising and marketing. Harvard Business School, Boston. A limit of 50 applicants has been set to be selected from agency and advertiser marketing executives, plus one representative from each major media association. Applications available from AFA, 250 W. 57th St., New York 19.

July 29—Deadline for comments to **FCC** on technical standards for fm stereo.

AUGUST

***Aug. 1-12—International Television-Radio Workshop**, Interchurch Center, 475 Riverside Dr., New York. Sponsored by Broadcasting and Film Commission and United Church Women of the National Council of Churches; the Protestant Council of N.Y.; New York State Council of Churches; New Jersey Council of Churches, and World Commission for Christian Broadcasting.

***Aug. 7-9—Georgia Assn. of Broadcasters** annual meeting and election of officers. Jekyll Island, Ga. Those attending should make reservations at the Wanderer Motel.

Aug. 12-13—Arkansas Broadcasters Assn., **fall meeting. Hotel Marion, Little Rock.**

Aug. 19-20—Texas AP Broadcasters Assn. Baker Hotel, **Mineral Wells.**

Aug. 21-23—South Carolina Broadcasters Assn. summer meeting. Holiday Inn Motel, Myrtle Beach.

***Aug. 22-26—National Catholic Communications Seminar**, Manhattan College, New York. Held under the auspices of the National Catholic Welfare Conference.

Aug. 23-26—Western Electronic Show & Convention, Memorial Sports Arena, Los Angeles.

Aug. 26-27—Oklahoma Broadcasters' Assn. Western Hills Lodge, Wagoner.

Aug. 29-Sept. 2—American Bar Assn. annual convention, Statler-Hilton Hotel, Washington, D.C.

SEPTEMBER

Sept. 1—Comments due on **FCC** proposal to add additional vhf channels to several principal markets through reduced mileage separations. Also under consideration are new engineering curves for use in plotting assignments. This is continuance of June 20 deadline. Reply comments now due Sept. 16. (Dockets 13340 and 13374.)

Sept. 2-4—West Virginia Broadcasters' Assn. annual fall meeting. The Greenbrier, White Sulpher Springs.

***Sept. 12-15—Premium Advertising Assn. of America.** Hotel Astor, New York

Sept. 12-13—Radio Advertising Bureau course (in eight cities) on better radio station management. Starved Rock Lodge, Utica, N.Y.

***Sept. 15-16—Public Utilities Advertising Assn.** Region 5 meeting. Tampa Terrace Hotel, Tampa, Fla.

Sept. 15-16—Radio Advertising Bureau course (in eight cities) on better radio station management. Lincoln Lodge, Columbus, Ohio.

Sept. 19-20—Radio Advertising Bureau course (in eight cities) on better radio station management. Pocono Manor Inn, Pocono Manor, Pa.

Sept. 19-21—Institute of Radio Engineers national symposium on space electronics and telemetry, Shoreham Hotel, Washington.

Sept. 22-24—Advertising Federation of America Tenth District convention. Little Rock, Ark.

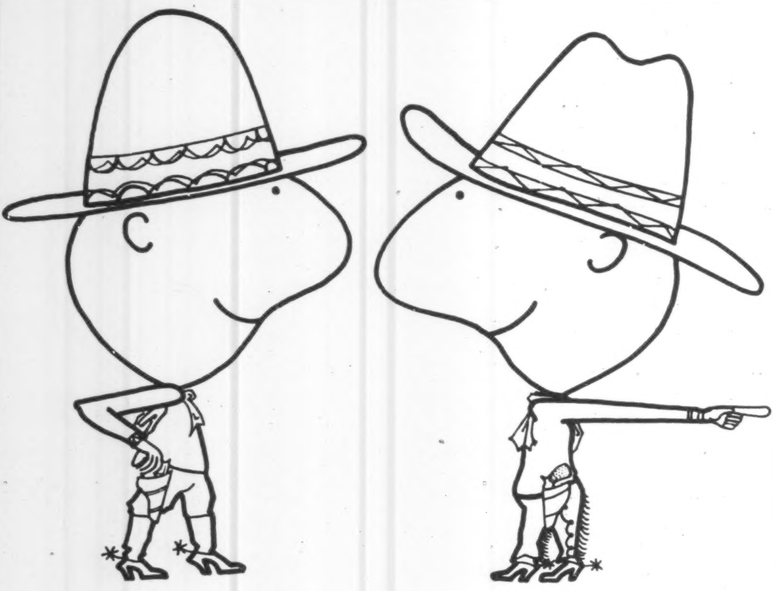
Sept. 23-24—Institute of Radio Engineers, Professional Group on Broadcasting sponsors 10th annual broadcasting symposium. Willard Hotel, Washington, D.C.

Sept. 26-27—Radio Advertising Bureau course

C

Con·ven·tion (kŏn-vĕn′shŭn), *n.* **1.** a body of delegates periodically convened for a common purpose.
2. *e.g.* Los Angeles and Chicago brought to New Yorkers on **wmca.**

wmca
NEW YORK
wbny
BUFFALO
rpi
Radio Press International
AM Radio Sales
Jack Maslà & Co., Inc.



"They went thataway, pardner."

"Who?"

"A posse of program directors, pardner."

"Chasing someone?"

"Yup. The "DRUMMERS"* — the greatest little bands of sales boosters and themes in the country."

"Are they wanted?"

"Yup, recorded or live in 50 states."

"Looks like a necktie party's in store fur 'em."

"Yup. They'll be swingin' from the highest turntable."

"Big reward out?"

"Millions. Lots of sponsors are itchin' to get their hands on them "DRUMMERS"* — they'll be pretty popular, 'round hy'ar, if they do . . . Say, how come you're drawin' on me, pardner."

"Name's not pardner, pardner. I'm one of the "DRUMMERS"* boys . . . Promo by name. Make tracks."†

†for "DRUMMERS"* of course

*Trademarks

SESAC RECORDINGS*

THE COLISEUM TOWER · 10 COLUMBUS CIRCLE · NEW YORK 19, N. Y.

(in eight cities) on better radio station management. Williamsburg Inn, Williamsburg, Va.

Sept. 28—Assn. of National Advertisers workshop on advertising management. Ambassador Hotel, Chicago.

Sept. 29-30—Radio Advertising Bureau course (in eight cities) on better radio station management. Diplomat Hotel, Hollywood, Fla.

OCTOBER

Oct. 2-4—Advertising Federation of America Seventh District convention, Chattanooga, Tenn.

Oct. 3-4—Radio Advertising Bureau course (in eight cities) on better radio station management. Terrace Motor Hotel, Austin, Tex.

Oct. 3-5—Institute of Radio Engineers sixth national communications symposium, Hotel Utica and Utica Memorial Auditorium, Utica, N.Y.

Oct. 4—Retrial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, charged with conspiring to rig the Miami ch. 10 tv grant (first trial ended in a hung jury).

Oct. 4-5—Advertising Research Foundation annual conference. Hotel Commodore, N.Y.

***Oct. 5-8—Radio Television News Directors** Assn. annual International Convention, The Queen Elizabeth, Montreal, Quebec, Canada.

Oct. 6-7—Radio Advertising Bureau course (in eight cities) on better radio station management. Rickey's Studio Inn, Palo Alto, Calif.

Oct. 10-11—Radio Advertising Bureau course (in eight cities) on better radio station management. Town House, Omaha, Neb.

Oct. 10-12—Institute of Radio Engineers national electronics conference, Sherman Hotel, Chicago.

Oct. 11-14—Audio Engineering Society 12th annual convention, Hotel New Yorker, N.Y. Technical papers have been requested—titles and abstracts should be submitted to Dr. Harry F. Olsen, RCA Labs, Princeton, N.J., by June 22.

Oct. 16-17—Texas Assn. of Broadcasters fall convention. Sheraton Dallas Hotel, Dallas.

Oct. 18-21— National Assn. of Educational Broadcasters annual convention. Jack Tar Hotel, San Francisco.

Oct. 25-26—Engineering section, **Central Can-**

COLORCASTING ®

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

June 27-July 1, July 4-6 (11-11:30 a.m.) **Price Is Right,** participating sponsors.

June 27-July 1, July 4-6 (12:30-1 p.m.) **It Could Be You,** participating sponsors.

June 27 (10-11 p.m.) **After Hours,** Purex through Edward H. Weiss.

June 28, July 5 (9:30-10 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

June 29, July 6 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

June 30 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

July 1 (9:30-10 p.m.) **Masquerade Party,** Hazel Bishop through Donahue & Coe, Block Drugs through Grey Adv.

July 1 (10-11 p.m.) **Moment of Fear,** Lever through Sullivan, Stauffer, Colwell & Bayles.

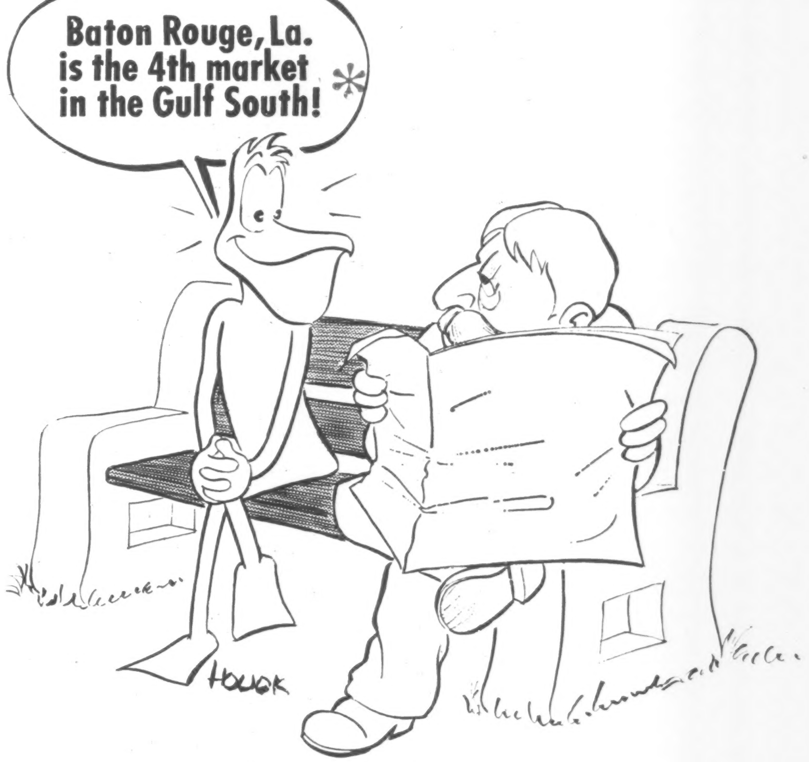
July 2 (10:30-11 a.m.) **Ruff and Reddy Show,** Borden through Benton & Bowles.

July 2 (7:30-8:30 p.m.) **Bonanza,** RCA through Kenyon & Eckhardt.

July 3 (8-9 p.m.) **Music On Ice,** sustaining.

July 3 (9-10 p.m.) **The Chevy Mystery Show,** Chevrolet through J. Walter Thompson.

July 4 (10-11 p.m.) **One Loud, Clear Voice,** Purex through Edward H. Weiss.


Baton Rouge, La. is the 4th market in the Gulf South! *

*Yes! That's right! Baton Rouge is the 4th largest market in the states of Louisiana, Texas and Mississippi . . . the area known as the Gulf South. Ranking just below Dallas-Ft. Worth, Houston and New Orleans, the Baton Rouge market served by television station WBRZ has a population of 1,561,000, with retail sales of $1,285,000,000 – too big a market to be overlooked on any list. Call your Hollingbery man.

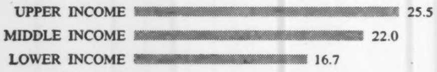
NBC ABC

WBRZ *Channel* **2**

1960 SUMMER OLYMPICS IN ROME...EXCLUSIVE ON THE CBS TELEVISION NETWORK

You will be more than a good sport if you take your customers to the Summer Olympic Games in Rome, via the exclusive broadcasts of the CBS Television Network. You will be the far-sighted sponsor of an exceptional advertising vehicle. All signs point to the gathering of an unprecedented television audience–vast, excited, and attentive, coming back day after day.

People are still talking about this network's coverage of the Winter Olympics at Squaw Valley: viewers still marveling at the thrills of Olympic competition; advertisers still marveling at the size and quality of the television audience. *Five out of every six upper and middle income families,* and three out of every four lower income families, watched the Winter Games. If you make cars or stoves or other "high-ticket" items you will be interested to note that upper income families watched most, as Nielsen average-minute ratings show:



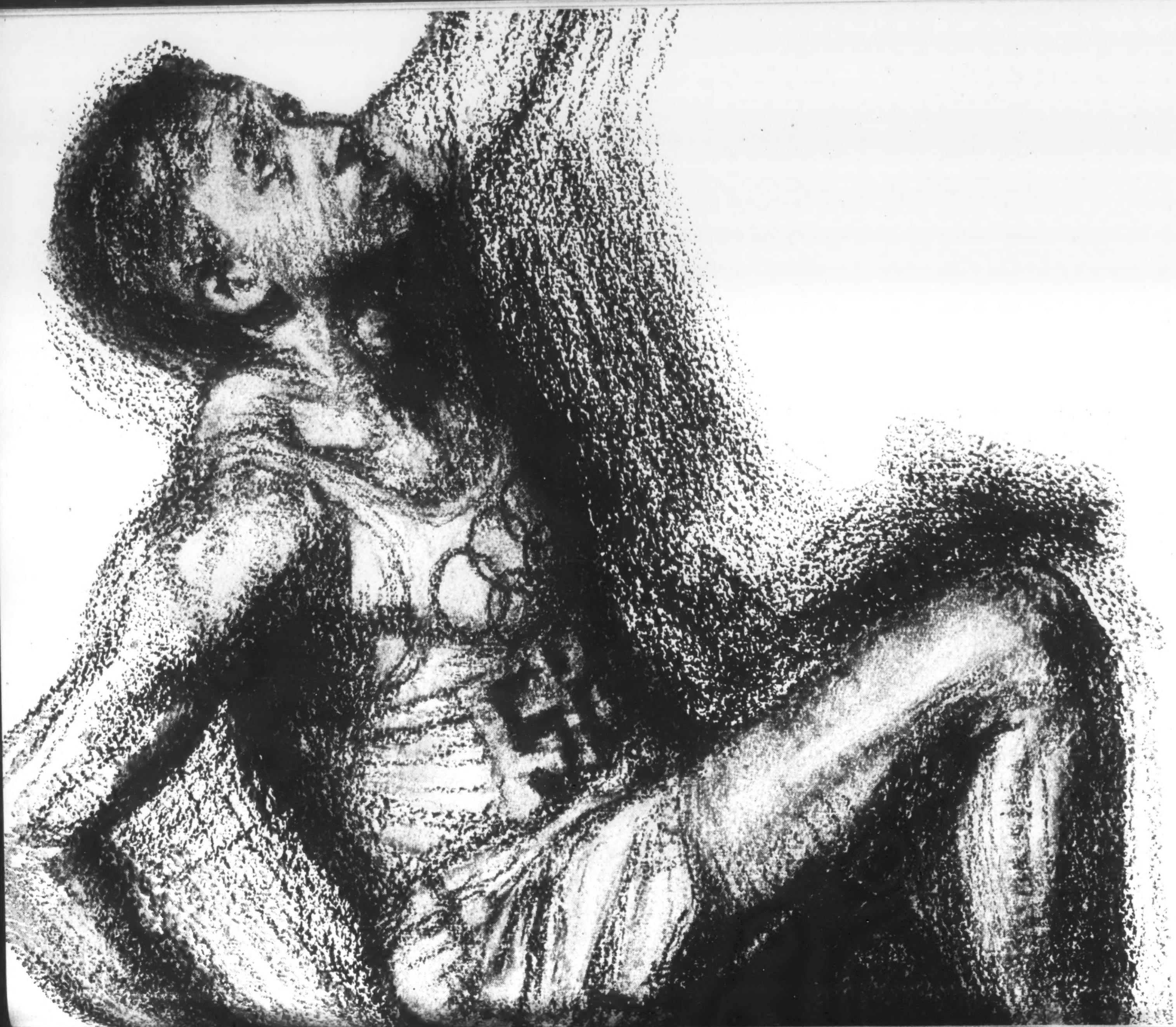
The broadcasts from Squaw Valley also attracted more *adult* viewers per family than any other Winter program–with the result that a leading cigarette maker was the first advertiser to sponsor a part of the Summer series. (Because of the number of viewers of *all* ages, a famous cereal maker soon followed.) Altogether, more than 100 million Americans tuned in.

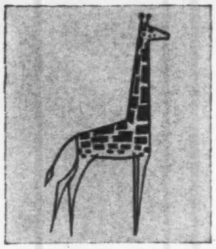
Yet the Winter Games were scarcely more than a warm-up exercise for the Summer Olympics –the world's greatest sports spectacle–to be held this year in the ancient thoroughfares and modern arenas of the Eternal City. Television tourists will follow the Marathon from the Capitoline Hill along the Appian Way, past the Coliseum to the Arch of Constantine. Sports enthusiasts will see Herb Elliott of the 3:54 mile, the seven-foot high-jumping John Thomas, the fabulous Konrads swimmers–the foremost men and women athletes of our time drawn from every quarter of the globe.

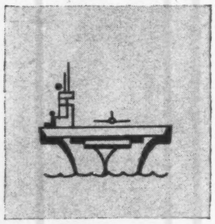
To bring the Summer Olympics to the American people within a few hours of each event, jet planes will shuttle tapes daily from Rome and Paris to New York. From August 26 to September 12, the CBS Television Network will present a total of 32 broadcasts, averaging more than one hour of coverage a day. Advertisers who want to get a running start on the new Fall selling season will be interested to know that two-thirds of these broadcasts will occur on or after Labor Day Weekend. Thus far P. Lorillard Co. has purchased one-quarter of the series and General Mills, Inc., one-eighth.

In a truly unique combination of advertising values, sponsors of the Summer Olympics will gain the *continuity* and *frequency* of impact found in a regular series, together with all the *excitement* and *prestige* generated by a newsworthy "special" of major dimensions. Not to mention a huge circle of new friends brought to you exclusively on the CBS TELEVISION NETWORK.

GO!





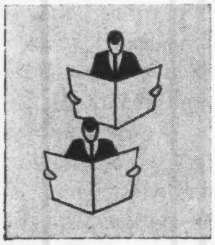


SAN DIEGO
CALIFORNIA
has a famous zoo, an important port, hundreds of thousands of prosperous people, and two pre-eminent newspapers:

The San Diego Union
EVENING TRIBUNE

"The Ring of Truth" Copley Newspapers

15 DAILY NEWSPAPERS COVERING SAN DIEGO, CALIFORNIA • GREATER LOS ANGELES • NORTHERN ILLINOIS • AND SPRINGFIELD, ILLINOIS. SERVED BY THE COPLEY WASHINGTON BUREAU AND THE COPLEY NEWS SERVICE.
REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.



BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER
Please start *my* subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**

company name

address

city *zone* *state*

Send to home address — —

* Occupation Required

ada Broadcasters Assn., King Edward Hotel, Toronto.

Oct. 31-Nov. 2—Institute of Radio Engineers radio fall meet, Syracuse, N.Y.

NOVEMBER

Nov. 13-15—Assn. of National Advertisers annual meeting. The Homestead, Hot Springs, Va.

Nov. 14-16—Broadcasters' Promotion Assn. annual meeting. Sheraton Charles Hotel, New Orleans.

Nov. 16-18—Television Bureau of Advertising annual meeting. Waldorf-Astoria, New York.

Nov. 26—Utah-Idaho Associated Press Broadcasters Assn. convention. Twin Falls, Idaho.

JANUARY 1961

Jan. 13-14—Oklahoma Broadcasters' Assn. Biltmore Hotel, Oklahoma City.

PLAYBACK®

QUOTES WORTH REPEATING

Trust, judgment & guts

Arkady Leokum, consultant in creative advertising for Grey Adv., New York, spoke over WMMM Westport, Conn., in a discussion of problems of advertising:

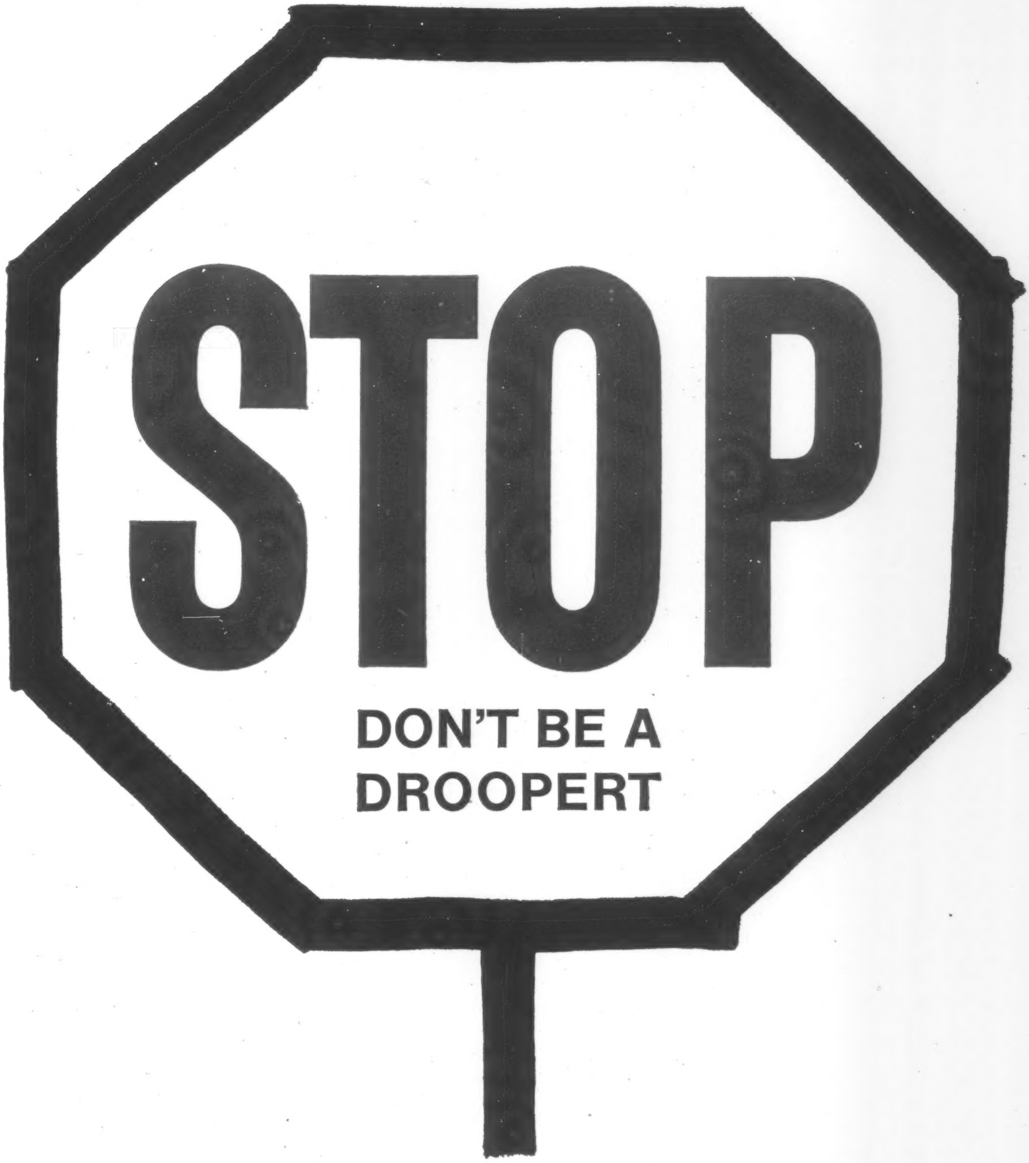
Agency services have changed from purely creative advertising to emphasis on marketing and research. This is an inhibiting factor which prevents purely creative effort. Research, of necessity, works from a body of prior knowledge and is the dead hand of the past. What we need now are more men who trust creativity, have the judgment to rely on its value and the guts to support it.

Leadership not "followship"

The job of converting a radio or tv audience into customers must be shared equally by agencies and broadcasters, Marvin S. Cantz, Tilds & Cantz, Los Angeles agency, told the June meeting of the Southern California Broadcasters Assn. Occasionally, a program can do the job on its own, he stated, citing Open End, *which in Los Angeles carries commercials for a T & C account, Vernor's ginger ale, as one example. He added this admonition:*

But penetrating the barrier to consumer sales seldom begins or ends with the sponsor's message or his program. In radio, it begins the moment the listener dials his favorite station . . . and it ends the moment he turns it off. The total impression of what is heard during that time will influence the public, and product sales, as well as the value of advertising and broadcasting.

If every radio station would at least experiment with some really fresh, constructive ideas; if we could stimulate a little more leadership and less followship; if we could break the chains that make us conform to so-called established patterns of mass communication; we might then begin to de-congest a lot of ears, and make almost every radio station an indispensable force in the community, and considerably more effective as an advertising medium.



DON'T BE A DROOPERT is now the safety slogan in the Cleveland market. Introduced as an animated TV symbol of channel 8's on-the-air public service campaign, the cartoon character of Droopert immediately became synonymous with traffic hazard. Cleveland city officials quickly adopted Droopert. Now, he has been ***stenciled on sidewalks*** of Cleveland's busy intersections. That's impact—action and influence.

YOU KNOW WHERE YOU'RE GOING WITH **WJW TV**

CBS CLEVELAND

A **STORER** STATION • REPRESENTED BY THE KATZ AGENCY

MONDAY MEMO

from **LINCOLN DIAMANT,** *vice president in charge of tv-radio, Daniel & Charles Inc., New York.*

How well does humor sell on tv?

Let's be brave for once and answer the question cynics often ask: Do witty commercials really sell? The answer: Yes; sales figures prove it.

Product areas traditionally considered too dry or solemn for a witty tv selling approach more and more have yielded to the injection of a little good humor in their commercials with surprisingly happy results.

In men's shirts and ladies' deodorants, for example, two products normally sold on tv with a very straight face, experience proves that a little wit in good taste can go a long way to heighten memorability and sales.

Big Question ▪ But whom does tv wit sell? Or more provocatively, is wit required to sell on tv?

The answer comes out of a good, hard look at the market. More than 87% of America is now staring at picture tubes, exposing itself to two different kinds of commercials that compete for spendable income.

The first group of commercials, which are few in number, consists of the selling appeals for new and unique goods or services. To the degree that these appeals must devote the 60-second contemporary art form known as the "tv spot" to an exposition of new product and benefits, there's not much time left for comedy. Such commercials are creatively limited in that they must ignite in the viewer both a need and a desire to buy.

But today's great majority of spots are being produced for established, highly competitive product areas where the need to purchase long exists. Instead, brand-switching becomes the significant aim.

In such a situation, natural dynamics of economic growth or market penetration by means other than tv may have created an expanding sales picture in which the simplest type of "creatively straight" tv brand-and-benefit exposure seems to be all that's needed to keep the sales curve rolling upwards.

Lincoln Diamant previously worked for CBS and McCann-Erickson in several creative capacities. His off hours are filled with sailing, rock climbing and writing and editing humorous books.

Don't Rock Boat ▪ In such cases, only the most imaginative advertising director or agency will then suggest placing good humor or whimsy into service as an effective selling tool. And often this "Let's not argue with success" philosophy is responsible for a smaller, rather than a larger success.

Perhaps due to this reluctance, wit, in the past, has been sold short on tv. Not only has comedy or good humor been associated almost exclusively with animated cartoons, but slapstick has been equated with offensiveness, the same kind of offensiveness where only harshly repeated catch phrases are trusted to establish any kind of brand memorability.

How untrue this really is. Our own agency experience has shown how brand memorability can be established or enhanced without resorting to bad taste. Good-humored live-action commercials equally arrest and capture the public imagination. And even with limited exposure, they can successfully create in a sizeable part of the audience a strong desire to buy.

Making It Work ▪ The next question is the simplest (and creatively the most complex) of all: what's the best way to utilize good humor to capture the viewer's interest and imagination?

The answer is legion. A sampling of some leading current tv spots reveals such compelling selling situations as a baby soaking his father's watch, an upside-down girl, a grocery bag spilling all over the street, an errand boy bumping into a lampost, a pursuit of a drop of grease, a pair of hoboes discussing a bath, a very proper couple making love on a refrigerator sales floor, a string quartet busy puffing on cigars, two pipe wrenches talking, a shaggy dog—and lots more.

Creatively, where do we go from here? Everywhere!

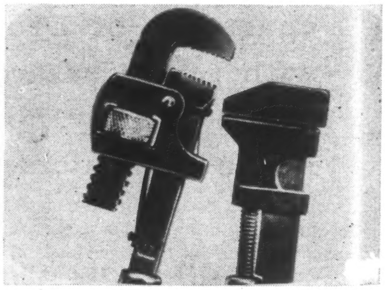
But first let us learn to admire the fact that America loves wit in every form; then we may cast loose from a little of our tv pretentiousness. Then we may observe how our civilization rapidly has become so full of the same kinds of good things that brand loyalty is more susceptible than ever to good-humored, emotional change.

Then we may begin to draw fully on all of our second-to-none comic tradition—using top creative imagination to put wit into the "driest" of our selling requirements.

Or paraphrasing the Joy commercial —"make tv selling almost fun."

D & C's Fresh deodorant spot

Young & Rubicam's GE couple

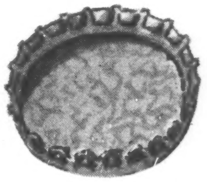


Y & R's 'talking wrenches' for Drano

GOOD HUMOR OR WHIMSY CAN BE EFFECTIVE SELLING TOOLS ON TV, AS THESE EXAMPLES HAVE PROVED

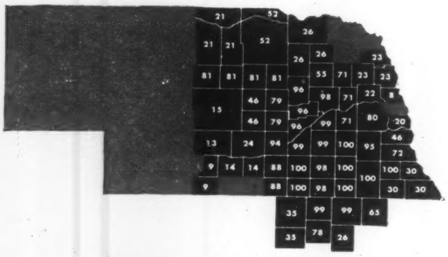
HOW DOES A BOTTLE CAP SOUND? Like the laughter of young people at a Junior Prom. Like gallons of beer at traditional Maryland oyster and bull roasts. Or, like millions of bottles squirming hurriedly through an assembly line. This is the sound of the booming beverage industry in Baltimore. A rich sound. A refreshing sound. A sound of a big business that adds millions in spendable income to the millions more earned by Marylanders in other industries. You can cap it for your clients with WBAL-RADIO, the station that suits the myriad tastes of this massive market. It's the progressive Maryland station with the sound of elegance, the Sound of the Sixties. It's the station that pours out rich results in Baltimore and Beyond! **WBAL-RADIO, BALTIMORE**

Broadcasting in the Maryland Tradition/Associated with WBAL-FM-TV/Nationally represented by Daren F. McGavren Co., Inc.



YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

KOLN-TV DELIVERS THE MAXIMUM AUDIENCE IN NEBRASKA*

Gunsmoke ....98,000 homes
Father Knows Best..86,500 homes
6:00 p.m. News...84,400 homes
10:00 p.m. News..74,400 homes

*November Lincoln NSI

You can talk about TV markets in Nebraska until you're blue in the face; but when all's said and done, you'll come up with just two big ones—the extreme East and Lincoln-Land.

In the East, you must choose from the *three* top TV stations covering the area. In Lincoln-Land it's no contest; KOLN-TV is *the* station, hands down. Latest Nielsen credits KOLN-TV with *65,500 TV HOMES* during prime 6 to 9 p.m. viewing time. Compare this figure with that of *ANY* Omaha station!

Ask Avery-Knodel for all the facts on KOLN-TV—the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

The Felzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

AM—TV—FM

KOLN-TV
CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

Newest among the leaders serving America's greatest radio market!

More audience per dollar than any other leading radio station in greater Los Angeles!

DIAL 1110 | 50,000 WATTS
KRLA
RADIO LOS ANGELES

Represented by
DONALD COOKE INC.

OPEN MIKE®

Patterson-Johansson 'debacle'

EDITOR: Just heard the Patterson-Johansson debacle. It could have been a shining night for network radio—biggest fight of several years and ABC Radio has it. So what happens? Multiplicity of commercials, injudiciously spaced, and a shabby presentation overall.

During the dramatic moment of the knockout the audience was given a cacophony of screams, roars, two announcers yelling at one and the same time, the blaring of the ring announcer—everything, in fact, but the true drama of the moment and, thank heavens, another commercial for Fiat.

What has happened to those truly great sports announcers of radio's golden era? And what has happened to those geniuses who used to hold the reins directorially over radio's on-side sporting events? It was obvious to any who listened that the boys working this fight weren't sure from one moment to the next just what was happening and, furthermore, what they were supposed to say about it.

I began to count commercials but soon lost all count. The mixed up and missed cues threw my tally completely off course. Best part of the broadcast, from where I sat, was Jonathan Winters' commercial for Fiat. A gem.

It would have been better had ABC "paused briefly" before the broadcast to figure out just how they were going to handle this great sporting event. Perhaps the interminable "we now pause briefly" interruptions would have been less objectionable—and more commercially effective for the sponsors who footed the bill. Don't know exactly what they paid for the broadcast rights, but if they bought on the basis of commercials delivered they got their money's worth on minute mileage alone. —*Jack Parker, President, Parker Advertising Inc., Saginaw, Mich.*

Tv spurs toy sales

EDITOR: You will be interested to know how BROADCASTING's story on tv and toys (May 16, page 50: "Tv can create

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

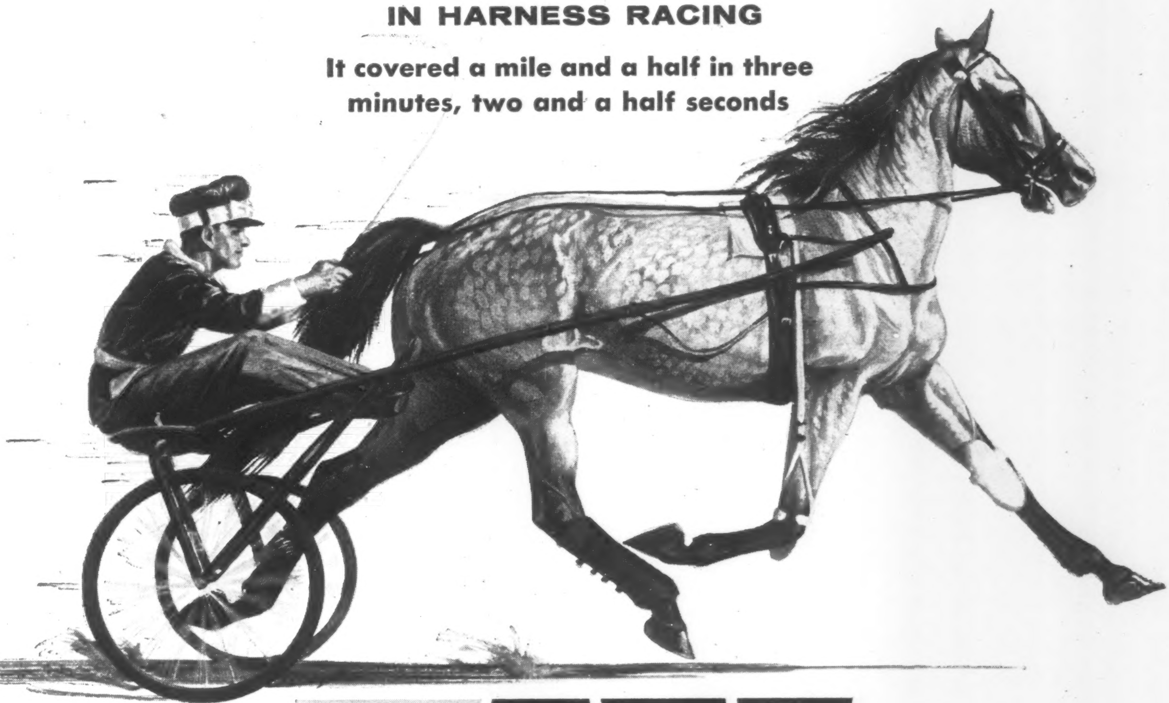
SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

GREYHOUND IS THE

PACESETTER

IN HARNESS RACING

It covered a mile and a half in three minutes, two and a half seconds



WSAI

IS CINCINNATI'S

PACESETTER

RADIO STATION

Time buyers are making 1960 a Pacesetter year for WSAI sales. National spot billing has shown sizeable increases *every month* this year. And May is up 26% over the same period last year. Continued sales results for our sponsors is the only reason for continued sales increases for WSAI. In Programming . . in Popularity . . in Productivity . . WSAI is Cincinnati's Pacesetter Radio Station.

Represented Nationally by **GILL-PERNA** New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta

THE CONSOLIDATED SUN RAY STATIONS **WSAI** – *Cincinnati;* **WPEN** – *Philadelphia;* **WALT** – *Tampa*

YOU KCAN'T KCOVER TEXAS without KCEN-TV

5 & 10!

our plans for top rated spots in class B, C and D time deliver viewers at lowest cost per thousand.

NBC CHANNEL KCEN-TV TEMPLE WACO

BLAIR TELEVISION ASSOCIATES
National Representatives

a demand for toys") helped me in my part of the recent Toy, Juvenile and Wheel Goods Market in San Francisco. An industry luncheon was held featuring local tv personalities. They told buyers, jobbers, representatives and manufacturers how to increase sales through tv.

Art Finley, who is Mayor Art and host of the *Popeye* series on KRON-TV, and Bob March, who is KTVU (TV) San Francisco's "Captain Satellite," demonstrated actual commercials utilizing new toys and wheel goods being shown. I was coordinator of the luncheon program and discussed the growing impact of television on toy sales in the past year, emphasizing the need of effective point-of-sale promotion on the dealer level to follow up the preselling job done on tv. Needless to say, I gave BROADCASTING complete credit. Thanks for this type of usable information.—*A. Richard Robertson, Promotion and Merchandising Manager, KRON-TV San Francisco.*

Inquiries about 'Yearbook'

EDITOR: Kindly send the current BROADCASTING Yearbook.—*Eugene O. Bremer, Milwaukee Stockyards, Milwaukee.*

EDITOR: Would you kindly send to this office the 1960 BROADCASTING Yearbook, billing me for same.—*Morton J. Pollack, Parents' Magazine, New York City.*

EDITOR: Will you let us know if your BROADCASTING Yearbook carries the founding date of each station. Also if it includes stations owned by cities and colleges.—*F. V. Barmon, Castle Island Press, Chicago.*

EDITOR: I am interested in securing a copy of the BROADCASTING Yearbook. Please send me the price and availability.—*Bill Wedemeyer, Texas Farm Bureau, Waco, Texas.*

[The 1960 BROADCASTING Yearbook/Marketbook will be published in September. In addition to its 46 directories spanning the business side of radio and television, the book will give the starting date of each broadcasting station, plus ownership, technical facilities and other data. Copies of this 600-page source work will be available at $4 each.—THE EDITORS.]

Advertising's defense

EDITOR: In the June 13 issue (page 34) you have an account of the AFA meeting and state that Jim Farley set the theme "Advertising works for freedom."

This got me all excited until I read his follow-up "pledging the group to truth, good taste, integrity, creativity and good old-fashioned American know-how."

I think this is just fine, but it "ain't" the point of the theme.

I am amazed from this sideline posi-

Advertisement

Pulse Beat

19.1% Los Angeles homes lack phones; of those with phones, more than 15% have private, unlisted numbers.

In Los Angeles, as in New York, there has been a steady trend to more and more unlisted phones. In 1958 there were 13.2% unlisted phones.

When individual markets show many hundreds of thousands of families not reachable by telephone, how can you possibly sample by any other method except the personal interview, face to-face?

In L.A. there are two phone companies, combined in one book. But if you have to deal with the 3,749 independent phone companies in the U.S. in trying to pre-check a diary placement, or reminder to maintain it—pretty complicated! Certainly not "scientific". And even the so-called machine sample is mainly diary.

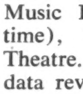
72% of parents encourage specific TV viewing as against 52% for reading, Pulse finds from a special sampling of households with children 11 and younger. 80.3% said the children had never been adversely affected; 19.7% told of upsetting programs, such as Frankenstein, Dracula, King Kong, etc. Shirley Temple's Story Book was the sole *children's* program recommended —educational and informational programs taking precedence in a list of adult favorites. Parents were more voluble and informed about TV than specific books and magazines.

"Class" and "Mass" TV vary appreciably in appeal to both categories. 36% of TV families with $6,000 and over income is the norm. Programs of above-average appeal included Dough-Re-Mi, Huntley-Brinkley, American Bandstand, Friday Night Fights, Captain Kangaroo, etc. Programs favored by families of $4,000 income and under, 28% norm for all TV families, included: December Bride, M-Squad, Music Bingo, Price is Right, (Daytime), Troubleshooters, Zane Grey Theatre. An analysis of complete Pulse data reveals tremendous variations between programs on characteristics of utmost significance in buying either network or spot.

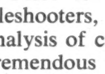
Nothing takes the place of INTERVIEWS in the home

730 Fifth Ave.
New York 19

PULSE, Inc.



PULSE RINGS DOOR-BELLS



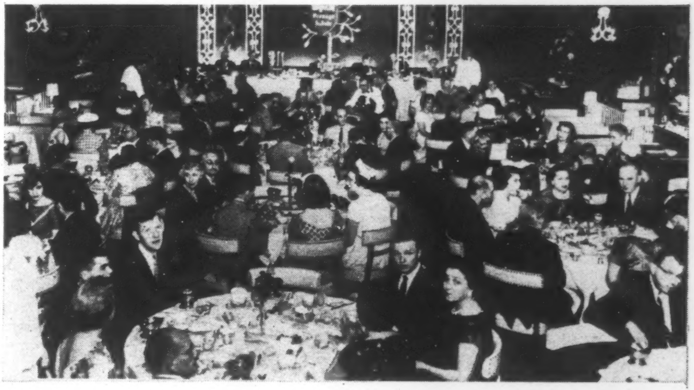
INTERVIEWS FAMILIES IN THEIR HOMES

WPEN RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

As Part of Our Continuing Efforts in Community Service

Richardson Dilworth, Mayor of Philadelphia (center) and a group of distinguished citizens comprised the Board of Judges.

wpen awards four college scholarships



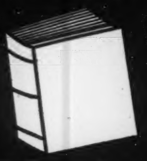
A general view of the audience at the WPEN "Teenage Salute Award Dinner"

WPEN awards four college scholarships each year to students throughout the Philadelphia area, selected in cooperation with WPEN, by the Mayor and Superintendents of the Public and Parochial School Systems. Education is our responsibility —and it is also good business. In Public Service . . . In Sales . . . And In Exciting Listening, WPEN Makes Things Happen In Philadelphia.

WPEN
PHILADELPHIA

Represented Nationally by **GILL-PERNA** New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta
THE CONSOLIDATED SUN RAY STATIONS **WPEN**—*Philadelphia;* **WSAI**—*Cincinnati;* **WALT**—*Tampa*

in law…



it's Blackstone

in medicine…

it's Gray's Anatomy

in navigation…

it's Bowditch

AND…

IN TV AND RADIO— EVERYBODY COUNTS ON BROADCASTING YEARBOOK!

It's a logical dependence. Just as those other venerable volumes are respected as fountainheads of information in their respective fields, so too is the BROADCASTING YEARBOOK recognized as an authority without peer in the business of television and radio!

Why? First of all, there's nothing else like it. Here is the most complete compendium of accurate facts available. It's handy as well as helpful.… Furthermore, you can't beat its established reputation for reliability. For 25 years now, these information-crammed source books have held a place of importance on the desks and bookshelves of every key person in TV-and-radio advertising. Few reference volumes get dog-eared and thumb-printed so fast by so many makers of decisions as a BROADCASTING YEARBOOK.

Now … right around the corner … is the publication date of the bigger-than-ever BROADCASTING YEARBOOK *for 1960—bigger because (1) it contains more, and (2) it covers both electronic media in a single edition.*

The 1960 edition scheduled for September publication will be snapped up by 18,000 busy people with the stakes of their livelihood in television or radio . . . or in both. And because they make BROADCASTING YEARBOOK a working partner, day after day, this remarkable volume becomes a powerful, long-lasting medium for your advertising. This year, the combined format represents a greater value than ever.

Mark these dates, large and loud, on your calendar. *Deadline for advertising if proofs are desired: July 11. If no proofs, July 25.* Regular rates and mechanical specifications apply. Write, wire or phone your reservation before another day's sun has set. The *New* 1960 BROADCASTING YEARBOOK is too good a bet to miss!

READ WHAT IMPORTANT AGENCY EXECUTIVES SAY ABOUT THE

BROADCASTING YEARBOOK

In an agency as deeply involved in the broadcast media as we are, the compilation of facts such as those contained in your new YEARBOOK is invaluable. Congratulations!

Ted Bergmann, President
Parkson Agency
New York, N. Y.

I always look forward to the BROADCASTING YEARBOOK. It is a contribution to the industry and contains so many valuable facts.

Arthur Pardoll, Media Group Director
Foote, Cone & Belding
New York

. . . on my recent lengthy Station trip, the BROADCASTING YEARBOOK was a tremendous help. Its vast collection of very useful data, not to mention names, addresses and phone numbers, etc., was my constant companion. . . .

Raymond E. Jones
Young & Rubicam
New York

Your BROADCASTING YEARBOOK is one of the most important reference books I own. I find it very helpful in the preparation of television-radio client presentations, and as a solid informational guide for countless industry facts and figures.

Tom DeHuff
TV Account Executive
Cunningham & Walsh, Inc.
New York 16, N. Y.

. . . I will put it to good use throughout the forthcoming year.

T. J. McDermott, V.P.
N. W. Ayer & Son
New York

. . . You are to be congratulated on this major contribution to the television and radio mediums. The market data, coverage and penetration statistics, the station personnel listings—all this is excellent and will have frequent use in our media activities.

Charles Pumpian, Vice President-Media
Henri, Hurst & McDonald
Chicago

. . . I find the YEARBOOK very helpful . . .

Frank Moriarity
Senior Buyer
Dancer-Fitzgerald-Sample
New York

As an important agency tool, the annual BROADCASTING YEARBOOK offers the kind of information we need and use on a week to week basis.

A. E. Staley III
Vice President
Dancer-Fitzgerald-Sample
Chicago

The annual BROADCASTING YEARBOOK is the most valued addition to our working library.

Edward R. Fitzgerald
Broadcast Media Manager
J. Walter Thompson
Chicago

. . . YEARBOOK will be very useful during the coming year just as I have always found BROADCASTING informative and helpful to my business.

Nicholas E. Keesely, Senior V.P., Radio-Tv
Lennen & Newell
New York

I think the publication fills a very important need in the industry.

Hendrik Booraem Jr., V.P. & Director, Broadcast Dept.
Ogilvy, Benson & Mather
New York

. . . It's supposed to be easy to criticize anything, but frankly I find it difficult in this case (YEARBOOK). You have done a monumental job and I certainly congratulate you and your associates. . .

Peter M. Bardach
Media Supervisor
Foote, Cone & Belding
New York, N. Y.

THE NEW, TWO-IN-ONE BROADCASTING YEARBOOK OFFERS FEATURES LIKE THESE:

**Latest working information about *both* television and radio.

**Directories restyled for faster reference—giving facilities and key personnel, of advertising agencies, networks, stations, station representatives, program suppliers, equipment sources, and many other organizations related to TV-radio business.

**Definitive round-up introductions, reporting on progress in each major area of activity covered by a directory.

**Special articles and reports on such important developments as—

...radio and TV audiences, their size and composition.

...radio and television time sales — by network, spot and local—nationally and by individual markets.

...market information for every U.S. county.

...trends in the use of feature and syndicated film.

...analyses of specialized radio programming—foreign language, Negro market, multiplexing, stereophonic broadcasting.

...a review of how advertising agencies have grown with radio and television.

***PLUS* — all the many other standard features which have made BROADCASTING YEARBOOK *the* most authoritative, most closely-read reference work in radio and television for the past quarter-century!

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.
A member of the Audit Bureau of Circulations

a T.W.X. from "REX"

NOW!
NUMBER ONE CITY IN ILLINOIS
(OUTSIDE CHICAGO)
R-E-M-A-R-K-A-B-L-E
ROCKFORD

TOPS IN . . . POPULATION RETAIL SALES . . . NEW HOMES . . . .
AND . . . IN THIS RICH AGRICULTURAL AND INDUSTRIAL HEARTLAND OF MID-AMERICA . . .

ARB MAR. 1960 And NIELSEN APR. 1960
—AGREE—
WREX-TV DOMINATES ROCKFORD AREA VIEWING

- AT NIGHT *49 of the Top 50 Shows*
- IN THE DAYTIME *All 20 of the Top 20 Shows*
- TOP WESTERNS *7 of the Top 8*
- TOP FAMILY SHOWS *All 5 of the Top 5 Shows*

J. M. BAISCH Vice Pres. Gen. Mgr.
Represented By H-R Television, Inc.
WREX-TV
channel 13

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Broadcasting ■ Telecasting*
* Reg. U. S. Patent Office
Copyright 1960 by Broadcasting Publications Inc.

tion to continue to see the boys miss the ball, skip the one fundamental the American people will buy where they may question or quibble over every other point. Advertising makes its own defense—namely, that advertising not only works for freedom of the press, but without it there would be no freedom of the press or broadcasting; without it mass media would have to be subsidized.

For the life of me, I cannot understand why this theme has not been developed—in depth as the boys say—to show its sociological, political, historical as well as economic significance.

This is the one point where advertising is invincible—invulnerable. Why must the boys continue to set up sitting ducks for the critics to knock down, time after time?—*Edward M. Kirby, Director of Public Relations, United Service Organizations Inc., New York.*

Crime and violence

EDITOR: While parents, religious groups and parent-teacher associations continue to chastise television for its westerns and mystery programs that contain gunplay—following the lead of newspapers in claiming that television should clean up its programming or be government regulated—parents allow and even abet their children's viewing of crime movies. This has been observed at Saturday movie matinees here.

We have photographed children by the dozens exiting from a Missoula theatre after seeing two features that make gunplay on tv seem like a kids' game of cops and robbers. The children in many cases were darting in and out around traffic to reach their parents' automobiles, double parked . . . The features were "The Purple Gang" and "Bluebeard's Ten Honeymoons." Upon asking the cashier what the movies were, she informed me that the first was billed as America's worst gang of criminals and that the co-feature was about a man who married ten women and killed many of them.

The question is, do many parents criticize their children for watching westerns and mysteries on tv and then send them to the Saturday matinee, giving them money and driving them to the theatre, without questioning what movie is on or what it's about. . . .

Approximately 12 hours after these hundreds of children sat through two horror movies their city experienced a vicious murder and violent suicide. These same children, along with thousands of others for miles around, were reading about it in the daily paper and were faced with a grisly picture of the victim of the murder. . . . —*Don Hayes, National Sales and Promotion Manager, KMSO-TV Missoula, Mont.*

A
"Metropolitan"
personality

Invited to participate in the real excitement that springs from the interplay of vibrant people . . . people who spark to the vivid presence of a "Metropolitan" personality—a personality like each of our widely recognized Television, Radio and Outdoor properties.

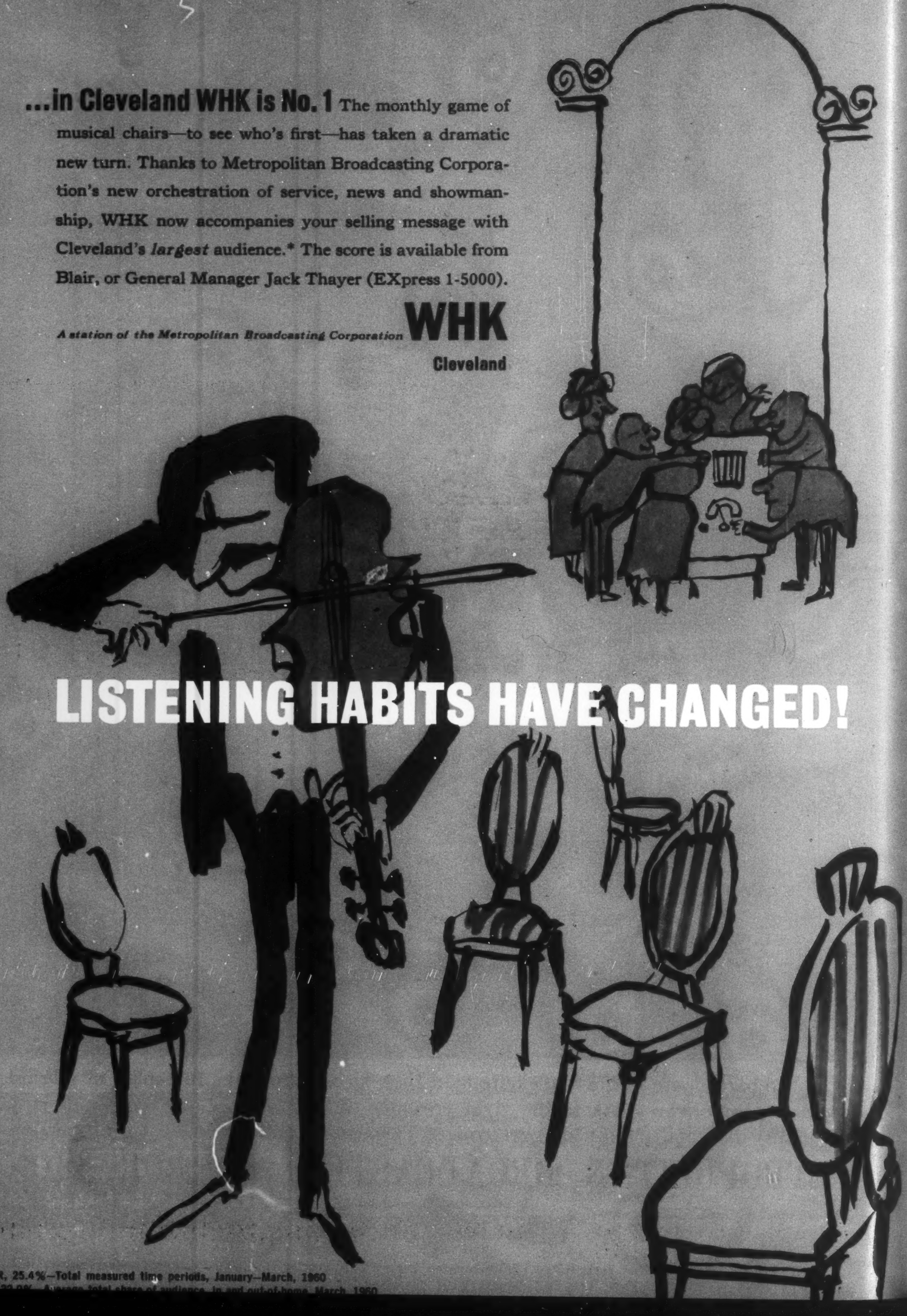
METROPOLITAN BROADCASTING CORPORATION

205 East 67th Street, New York 21, New York

TV STATIONS: WNEW-TV, New York; WTTG-TV, Washington, D.C.; WTVH, Peoria/Ill.; KOVR-TV, Stockton-Sacramento/Calif.
RADIO STATIONS: WNEW, New York; WIP, Philadelphia; WHK, Cleveland

...in Cleveland WHK is No. 1 The monthly game of musical chairs—to see who's first—has taken a dramatic new turn. Thanks to Metropolitan Broadcasting Corporation's new orchestration of service, news and showmanship, WHK now accompanies your selling message with Cleveland's *largest* audience.* The score is available from Blair, or General Manager Jack Thayer (EXpress 1-5000).

A station of the Metropolitan Broadcasting Corporation **WHK**
Cleveland


LISTENING HABITS HAVE CHANGED!

*HOOPER, 25.4%—Total measured time periods, January—March, 1960
PULSE, 22.0%—Average total share of audience, in and out-of-home, March, 1960

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

June 27, 1960

Vol. 58 No. 26

FALL TV SCHEDULES BUTTONED UP

■ Now committed: weekly budget of nearly $7 million for night shows

■ But among the three networks there are still soft spots in sales

The fall tv nighttime schedule, which all three networks have been hammering together since the first of the year, is about where it's going to be. With minor exceptions the times have found their programs. And with some more-than-minor exceptions, the salesmen have found advertisers to pay the freight.

From the standpoint of weekly production costs alone, the freight will set a new record: $6.8 million worth for regularly-scheduled shows, according to BROADCASTING's calculations. This is up a sizable $1.3 million from the 1959-60 season's $5.5 million weekly program nut.

From the standpoint of new entries, too, the changeover is greater than last season. Forty-six new shows will be on the air this fall, against 35 last year.

On pages 34 and 35 BROADCASTING lists all the nighttime shows now in the network schedules. These are some of the facts which emerge from an analysis of those schedules:

- There will be 46 new shows—14 on ABC-TV, 14 on CBS-TV and 18 on NBC-TV.
- There will be 65 shows returning from last season—23 on ABC-TV, 25 on CBS-TV and 17 on NBC-TV. (NBC-TV will have more new shows than old ones next fall.)
- Only 22 shows will be licensed to advertisers, 10 fewer than advertisers owned in the past season; the 89 others will be licensed to the networks that program them.
- There are still 13-plus hours of program time available for sponsorship.

Sales Report ■ Networks are having divergent luck in pinning down sponsors for the fall schedule. Despite an uncommonly fast and early sales start, approximately 17.5% of all evening time still lacks a sponsor identification.

Privately the networks say they're doing better than that—that they've made some sales they aren't yet free to disclose. But a compilation of their public announcements—the sales they are free to disclose—shows 13 and a fraction hours still uncommitted.

These are distributed as follows: ABC-TV 2¾ hours to go, CBS-TV 1½ hours to go and NBC-TV 8⅝ hours to go. This would make ABC's score 89.5% sold out of a weekly schedule of 26 nighttime hours, CBS's 93.9% of 24 hours, and NBC's 65% of 24½ hours.

Of the three networks, only CBS-TV will say that "we have announced everything we've sold."

ABC-TV officials say that, in addition to sales shown on the accompanying charts, one-half of *Disneyland* has been sold to a sponsor that cannot yet be identified, another quarter-hour of *Roaring 20's* has been signed for, *Naked City* is fully committed and other unannounced sales have been made to bring the network sell-out level to 94 or 95%.

NBC-TV authorities say that as a matter of policy they can neither confirm nor deny the 65% estimate on sales. But a network spokesman said: "Taking into account the contracts that are in transit, those that are at the point of signature, and the inquiries that are moving toward the contract stage, we will be completely sold out by fall."

The Unsold Periods ■ Here, by network, is a rundown of programming to which no sponsorship has yet been publicity attached:

ABC-TV ■ Most of ABC-TV's unsold time—except for *Walt Disney* on Sundays starting at 6:30—is in small pieces of programs. One quarter hour of its 2¾ uncommitted hours, for example, includes the alternate sixths of three different shows (Monday: *Cheyenne* at 7:30, and *Adventures in Paradise* at 9:30; Wednesday: *Naked City* at 10). Other open time on ABC-TV: *Bugs Bunny* on Tuesday, 7:30-8; quarter hour in *Law & Mr. Jones* (Friday, 10:30) and three-quarters of hour-long *Roaring 20's* at 7:30 on Saturday.

CBS-TV ■ At CBS-TV the rundown of time still to be sold: All of *Face the Nation* (Monday, 10:30-11); half of hour-long *Witness* at 7:30 on Thursday, and all of a half-hour yet to be programmed that same night at 10.

NBC-TV ■ NBC-TV's open time: All of Shirley Temple (Sunday, 7-8); halves of these half-hour shows: *This Is Your Life* (Sunday at 10:30), *Wells Fargo* (Monday at 8:30), *Klondike* (Monday at 9), *Tall Man* and *Deputy* both back-to-back starting at 8:30 on Saturday; two-thirds of hour-long *Riverboat* on Monday at 7:30; half of *Laramie* (Tuesday, 8:30-9:30); quarter of hour-long *Thriller* (Tuesday at 9); a full hour not yet programmed on Tuesday, 10-11; two-thirds of *Outlaws* (Thursday, 7:30-8:30); all of *Groucho Marx* (Thursday, 10-10:30); half of *Dan Raven* (Friday, 7:30-8:30); an unprogrammed half-hour on Wednesday at 10:30; a 10-minute segment available each in *Michael Shayne* and *Lone Westerner* (10-11 and 8:30-9 respectively on Friday), and two-thirds of hour-long *Bonanza* on Saturday at 7:30. Also unsold: the hour period set aside for an information show (tentative title: *America's Future*) set in the 9:30-10:30 Saturday period.

Independents' Role ■ The schedules show the large independent producer becoming (along with the networks) even a more essential source of programming than before. In the past season five independents accounted for more than 30 programs; next fall six independents will produce more than 50 shows.

The leader among the pack is Four Star Productions, which has 12 programs scheduled on the networks. It's followed by Screen Gems with nine, Warner Bros. with eight (all on ABC-TV), Revue-MCA with six and Desilu and Goodson-Todman with four apiece. Other top producers: Ziv-United Artists and 20th Century-Fox with three apiece.

■ For full details on shows, costs, producers, sponsorships, turn page

A DETAILED LOOK AT FALL TV SCHEDULES

This table shows next fall's nighttime programs, how much they cost, who packages them, whether network or advertiser licensed, the time of night they are scheduled and at what date they are to begin, and the advertisers (with their agencies) which sponsor them. "Available" denotes an unsold period.

Production costs are estimated by BROADCASTING on the basis of data from various sources. Costs in most cases represent the price of a single original in a series and includes neither agency commission nor averaging of first-runs against reruns.

Agencies are in parentheses ( ); production firms in brackets [ ]; starting dates indicate the beginning of the fall cycle; new shows are in boldface; advertiser-controlled shows are designated by an asterisk.

Not shown in tables: ABC-TV—Sun. 6:30-7:30, "Walt Disney," $105,000, available, starts 10/2; Tues. 7-7:30, "Expedition" (new), $20,000, Ralston (GB&B), [ABC-TV Films], starts 9/20; Sat. 7-7:30, "Dick Clark," Beechnut (Y&R), [Drexall Prod.]. CBS-TV—Sun. 7-7:30, "Lassie" (advertiser-controlled), $34,000, Campbell Soup (BBDO).

SUNDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Maverick* $110,000 Armour (FC&B) R.J. Reynolds (Esty) Noxema (SSC&B) Kaiser (Y&R) [Warner] 9/18	*Dennis the Menace* $45,000 Kellogg (Burnett) Best Foods (GB&B) [Screen Gems] 10/2	**Shirley Temple** (7-8) $110,000 Available [NBC] 9/18
8:00		*Ed Sullivan* $100,000 Colgate-Palmolive (Bates) Eastman Kodak (JWT) [CBS]	**National Velvet** $45,000 General Mills (BBDO) Rexall (BBDO) [MGM-TV] 9/18
8:30	*Lawman* $52,000 Whitehall (Bates) R.J. Reynolds (Esty) [Warner] 10/2		**Tab Hunter** $50,000 P. Lorillard (L&N) Westclox (BBDO) [Famous Artists] 9/18
9:00	*Rebel* $47,000 L&M (D-F-S) P&G (Y&R) Union Carbide (Esty) [Goodson-Todman] 9/25	**GE Theatre* $50,000 General Electric (BBDO) [Revue] 9/18	*Dinah Shore* $140,000 Chevrolet (C-E) [Sewanee Prod.-NBC] 10/2
9:30	**Islanders** $100,000 Warner-Lambert (Bates) L&M (M-E) United Motor Service (C-E) J.B. Williams (Parkson) duPont (BBDO) [MGM-TV] 10/2	**Jack Benny* $60,000 State Farm Mutual (NL&B) Lever (SSC&B) [Gomalco] 10/2	
10:00		**Candid Camera** $40,000 Bristol-Myers (Y&R) Lever (JWT) [Banner-Funt] 10/2	*Loretta Young* $50,000 Warner-Lambert (Lambert & Feasley) Gillette (North) [Toreto] 9/18
10:30	**Churchill Memoirs** $50,000 Bell & Howell (M-E) [Screen Gems-ABC] 11/27	*What's My Line* $33,000 Sunbeam (Perrin-Paus) Kellogg (Burnett) [CBS_Goodson-Todman]	*This Is Your Life* $45,000 Warner-Lambert (Lambert & Feasley ½ available [Ralph Edwards] 9/25

WEDNESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Hong Kong** $110,000 Armour (FC&B) Kaiser (Y&R) [20th Century] 9/28	**Aquanauts** $100,000 Carter (SSC&B) Lorillard (L&N) Vicks (Morse Int.) Kellogg (Burnett) [Ziv-UA] 9/14	*Wagon Train* $95,000 R.J. Reynolds (Esty) Ford (JWT) National Biscuit (M-E) [Howard Christie Prod.] 9/28
8:00			
8:30	*Adventures of the Nelson Family* $56,000 Eastman Kodak (JWT) Coca-Cola (M-E) [Stage 5 Prod.] 9/28	*Wanted—Dead or Alive* $48,000 Brown & Williamson (Bates) Kimberly Clark (FC&B) [Four Star]	*Price Is Right* $45,000 Lever (BBDO) [Goodson-Todman] 9/21
9:00	*Hawaiian Eye* $90,000 Whitehall (Bates) American Chicle (Bates) Ritchie (K&E) Carter (Bates) Oldsmobile (Brother) [Warner] 10/5	***My Sister Eileen** $45,000 Colgate-Palmolive (Bates) [Screen Gems] 10/5	**Perry Como* $125,000 Kraft (JWT) [Roncom] 10/5
9:30		*I've Got a Secret* $41,000 R.J. Reynolds (Esty) Bristol-Myers (DCS&S) [Goodson-Todman]	
10:00	**Naked City** $105,000 duPont (BBDO) A.C. Spark Plug (Brother) Brown & Williamson (Bates) Bristol-Myers (OB&M) Shwayder (Grey) Sunbeam (FC&B) alternate sixth available [Screen Gems] 10/12	**U.S. Steel*Armstrong Theatre* U.S. Steel (BBDO) $75,000 Armstrong (BBDO) $60,000 [Theatre Guild] [Robt. Costello] 9/28	***Peter Loves Mary** $45,000 P&G (B&B) [Four Star] 9/28
10:30			Open

THURSDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Guestward Ho** $50,000 Ralston (GB&B) Seven-Up (JWT) [Desilu] 9/29	**Witness** $85,000 R.J. Reynolds (Esty) Helene Curtis (Weiss) Half available [Talent Assoc.] 9/29	**Outlaws** $85,000 duPont (BBDO) Warner Lambert (Lambert & Feasley) Two-thirds available [NBC-TV] 9/22
8:00	*Donna Reed* $49,000 Jonhson & Johnson (Y&R) Campbell Soup (BBDO) [Screen Gems] 9/29		
8:30	*Real McCoys* $45,000 P&G (Compton) [Irving Pincus] 9/29	**Zane Grey* $50,000 S.C. Johnson (FC&B) Gen Foods (B&B) [Four Star] 10/6	*Bat Masterson* $45,000 Sealtest (Ayer) [Ziv-UA] 9/22
9:00	**My Three Sons** $60,000 Chevrolet (C-E) [Fedderson] 9/29	**Angel** $50,000 S.C. Johnson (FC&B) Gen. Foods (B&B) [CBS Films] 10/6	*Bachelor Father* $45,000 Whitehall (Bates) American Tobacco (Gumbinner) [Harry Ackerman Prod.] 9/15
9:30	*Untouchables* $120,000 L&M (M-E) Armour (FC&B) Whitehall (Bates) Ritchie (K&E) Union Carbide (Esty) Sunbeam (FC&B) [Desilu] 10/13	**Ann Sothern* $49,000 Gen. Foods (B&B) [Desilu] 10/6	*Tennessee Ford Show* $55,000 Ford (JWT) [Bob Finkel Prod.] 9/22
10:00		Open	*Groucho Marx* $46,000 Available [Filmcraft Prod.] 9/22
10:30	*Take a Good Look* $22,000 Dutch Master (EWR&R) [Mansfield-Arnell]	**June Allyson* $50,000 duPont (BBDO) [Four Star] 9/29	*Lawless Years* $40,000 Alberto-Culver (Wade) [CNP] 10/6

MONDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Cheyenne* $95,000 Union Carbide (Esty) P&G (B&B) Ralston (Gardner) Bristol-Myers (OB&M) R.J. Reynolds (Esty) A.C. Spark Plug (Brother) Peter Paul (D-F-S) Alternate sixth available [Warner] 9/26	*To Tell the Truth* $30,000 R.J. Reynolds (Esty) Helene Curtis (Weiss) [CBS] 10/10	*Riverboat* $85,000 duPont (BBDO) Gold Seal Wax (Campbell-Mithun) Two-thirds available [Revue] 9/19
8:00		**Pete & Gladys** $47,500 Goodyear (Y&R) Carnation (EWR&R) [CBS] 9/18	
8:30	**Surfside Six** $105,000 Brown & Williamson (Bates) Whitehall (Bates) Johnson & Johnson (Y&R) Pontiac (MJ&A) Cluett-Peabody (L&N) [Warner] 10/3	**Bringing Up Buddy** $50,000 Scott Paper (JWT) [Connelly-Mosher] 10/3	*Wells Fargo* $44,000 American Tobacco (SSC&B) Half available [Overland] 9/5
9:00		**Danny Thomas* $52,000 General Foods (B&B) [Marterto] 10/3	**Klondike** $45,000 R.J. Reynolds (Esty) Half available [Ziv-UA with NBC] 10/3
9:30	*Adventures in Paradise* $110,000 Cluett-Peabody (L&N) Whitehall (Bates) J.B.Williams (Parkson) duPont (BBDO) L&M (M-E) Noxzema (SSC&B) Alternate sixth available [20th Century Fox] 10/3	***Andy Griffith Show** $50,000 General Foods (B&B) [Griffin Corp.] 10/3	**Dante** $50,000 Alberto-Culver (Wade) Singer Sewing Machines (Y&R) [Four Star] 9/26
10:00		**Hennesey* $50,000 General Foods (Y&R) P. Lorillard (L&N) [McGuire-Cooper] 9/26	**Barbara Stanwyck Theatre** $47,000 Alberto-Culver (Wade) American Gas Assn. (L&N) [Edelman-NBC] 9/19
10:30	**Peter Gunn* $40,000 Bristol-Myers (DCSS) R.J.Reynolds(Esty) [Spartan Prod.] 10/3	*Face the Nation* $6,000 Available [CBS-Ayers] 9/19	***Jackpot Bowling** $40,000 Bayuk Cigars (Werman & Schorr) 9/19

TUESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Bugs Bunny** $37,500 Available [Warner]	Station time	*Laramie* $90,000 Pittsburgh Plate Glass (BBDO) Prestone (J.M. Mathes) Dow (MJ&A) Half available [Revue-NBC] 9/13
8:00	**Rifleman* $49,000 P&G (B&B) [Four Star] 9/27	*Father Knows Best* $50,000 Kellogg (Burnett) Scott Paper (JWT) Bristol-Myers (Y&R) [Screen Gems] 10/4	
8:30	*Wyatt Earp* $42,500 P&G (Compton) Gen. Mills (D-F-S) [Edelman] 9/13	**Dobie Gillis* $47,500 Pillsbury (Burnett) Philip Morris (Burnett) [20th Century Fox] 9/27	*Alfred Hitchcock* $55,000 Mercury (K&E) [MCA] 9/13
9:00	**Stagecoach West** $100,000 Brown & Wiliamson (Bates) United Motor Service (C-E) Miles (Wade) Ralston (Gardner) Gen. Foods (OB&M) [Four Star] 10/4	**Tom Ewell Show** $50,000 Quaker Oats (JWT) P&G (Burnett) [Four Star] 9/13	**Thriller** $90,000 All State (Burnett) Sterling Drug (D-F-S) American Tobacco (SSC&B) Quarter available [Hubbell Robinson Prod.] 9/13
9:30		*Red Skelton* $55,000 Pet Milk (Gardner) S.C. Johnson (FC&B) [Cecil Barker Prod.] 9/27	
10:00	*Alcoa Presents* $40,000 Alcoa (FS&R) [One Step Beyond Prod.] 10/4	*Garry Moore* $100,000 Polaroid (DDB) S.C. Johnson (FC&B) Plymouth (Ayer) [Red Wing Prod.] 9/27	Specials TBA
10:30	Station time		

FRIDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Mattey's Funday Funnies* (tentative) $23,000 Mattel (Carson Roberts) [ABC]	*Rawhide* $100,000 Nabisco (M-E) Colgate-Palmolive (Bates) Wrigley Gum (EW,R&R) Parliament (B&B) Drackett (Y&R) Bristol-Myers (Y&R) [Four Star] 9/30	**Dan Raven** $85,000 Prestone (Mathes) Dow Chemical (MJ&A) Mentholatum (JWT) Half available [Screen Gems] 9/9
8:00	**Harrigan & Son** $45,000 Reynolds Metals (Clinton E. Frank) [Desilu] 9/30		
8:30	**Flintstones** $65,000 Miles (Wade) R.J. Reynolds (Esty) [Screen Gems] 9/30	**Route 66** $100,000 Marlboro (Burnett) Sterling Drug (D-F-S) Chevrolet (C-E) [Screen Gems] 9/30	**Lone Westerner** $47,000 Warner-Lambert (L&F) Block Drug (Grey) Third available [Four Star] 9/30
9:00	77 *Sunset Strip* $100,000 American Chicle (Bates) Whitehall (Bates) Ritchie (K&E) R.J. Reynolds (Esty) [Warner] 10/14		***AT&T Specials** $135,000 AT&T (Ayer) 9/30
9:30		**Mr. Garland** $46,000 L&M (D-F-S) Plymouth (Ayer) [Paramount] 9/30	
10:00	*Detectives* $45,000 Procter & Gamble (B&B) [Four Star] 9/16	*Twilight Zone* $50,000 Gen. Foods (Y&R) Colgate-Palmolive (M-E) [Rod Serling-Wm. Self Prods.] 9/30	**Michael Shayne, Detective** $90,000 Pittsburgh Plate Glass (BBDO) Oldsmobile (Brother) duPont (BBDO) Sixth available [Four Star] 9/23
10:30	***Law & Mr. Jones** $48,000 P&G (Compton) Half available 10/7	**Eyewitness to History** $34,000 Firestone Tire & Rubber (C-E) [CBS] 9/30	

SATURDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Roaring Twenties** $105,000 Warner-Lambert (Bates) duPont (BBDO) Three quarters available [Warner] 10/15	*Perry Mason* $95,000 Parliament (B&B) Colgate-Palmolive (Bates) Sterling Drug (D-F-S) Drackett (Y&R) [Paisano Prod.-CBS] 9/17	*Bonanza* $90,000 American Tobacco (BBDO) Two-thirds available [NBC] 9/10
8:00			
8:30	*Leave It to Beaver* $48,000 Ralston (GBB) General Electric (Grey) [Gomalco Prod.] 10/1	**Checkmate** $90,000 Brown & Williamson (Bates) Lever (OB&M) Kimberly Clark (FC&B) [Revue-Jack Benny] 9/10	**Tall Man** $46,000 R.J. Reynolds (Esty) Half available [Overland Prod.] 9/10
9:00	*Lawrence Welk* $52,000 Dodge (BBDO) J. B. Williams (Parkson) [Teleklew]		*Deputy* $52,000 General Cigar (Y&R) Half available [Revue] 9/24
9:30		*Have Gun, Will Travel!* $47,000 Lever (JWT) Whitehall (Bates) [CBS] 9/10	**America's Future** Available [NBC]
10:00	**Saturday Night Boxing* $40,000 Gillette (Maxon) Miles (Wade) 10/8	*Gunsmoke* $51,000 L&M (D-F-S) Remington Rand (Y&R) [Norman MacDonnell Prod.] 9/3	
10:30		Station time	Station time or Open

P&G STILL LEADS NETWORK PARADE

Bills $3.8 million in April, network total hits $55.9 million

Procter & Gamble's $3.8 million gross time billing in April led network advertising in a compilation of advertisers and product classifications released by the Television Bureau of Advertising today (June 27).

Gross time costs for April totaled $55.9 million, and for January-April the figures came to $227.8 million.

Anacin and Dristan were the twin brand leaders, both billing in the same category followed by Phillies cigars, Bayer aspirin and Winston cigarettes.

ESTIMATED EXPENDITURES OF TOP 15 BRAND ADVERTISERS—APRIL 1960

1.	Anacin tablets	$746,461
2.	Dristan	738,554
3.	Phillies cigars	681,129
4.	Bayer aspirin	572,197
5.	Winston cigarettes	571,244
6.	Texaco Inc. (general promotion)	553,418
7.	L&M filter cigarettes	516,747
8.	Pall Mall cigarettes	503,724
9.	Colgate dental cream	483,679
10.	Phillips milk of magnesia	463,577
11.	Marlboro cigarettes	434,354
12.	Allstate insurance	426,489
13.	Tide	419,737
14.	Camel cigarettes	418,969
15.	One-a-Day vitamins	392,968

ESTIMATED EXPENDITURES OF TOP 15 NETWORK COMPANY ADVERTISERS APRIL 1960

1.	Procter & Gamble	$3,837,036
2.	American Home Products	2,752,096
3.	Lever Bros.	2,214,332
4.	Colgate-Palmolive	2,016,510
5.	General Motors	1,890,777
6.	General Foods	1,785,583
7.	Sterling Drug	1,455,981
8.	R. J. Reynolds	1,380,019
9.	Ford Motor	1,036,366
10.	Gillette	1,028,406
11.	General Mills	976,112
12.	Texaco	970,910
13.	Liggett & Myers	970,272
14.	Philip Morris	967,307
15.	Chrysler	936,090

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

	April 1960	Jan.-Apr. 1960	Jan.-Apr. 1959
Agriculture & farming	$227,871	$794,498	$670,180
Apparel, footwear & accesories	1,080,973	2,387,403	1,644,000
Automotive, auto. acces. & eqpt.	4,526,846	18,201,996	15,679,299
Beer & wine	494,969	2,722,113	1,509,070
Bldg. matls., eqpt. & fixtures	232,586	742,129	1,070,009
Confectionery & soft drinks	1,439,118	6,167,419	4,381,345
Consumer services	426,591	1,678,157	1,368,009
Drugs & remedies	6,174,134	29,622,806	24,729,415
Entertainment & amusement	143,517	143,517	226,920
Food & food products	9,342,785	39,391,514	40,171,975
Freight, indust. & agric. develop.	42,520	235,760	155,103
Gasoline, lubric. & oth. fuels	1,205,292	5,339,990	1,288,210
Horticulture	221,641	319,538	143,843
Household eqpt. & suppl.	2,495,225	2,331,536	1,303,464
Household furnishings	720,880	2,331,536	1,303,464
Industrial materials	1,745,114	7,568,040	7,281,814
Insurance	1,216,915	3,972,566	3,688,566
Jewelry, optical gds. & cameras	1,096,987	3,556,729	3,526,614
Office eqpt., staty. & writ. suppl.	347,847	1,054,854	1,539,270
Publishing & media	....	7,314	....
Radio, tv sets, phonographs, musical instruments, accessories	418,883	1,467,783	2,166,062
Smoking materials	6,485,788	26,341,057	25,959,996
Soaps, cleansers & polishes	6,090,006	24,026,568	23,016,170
Sporting goods & toys	324,907	935,182	832,311
Toiletries & toilet goods	8,723,507	36,782,777	33,845,577
Travel, hotels & resorts	67,545	563,566	549,310
Miscellaneous	630,380	3,069,794	2,638,745
Total	$55,922,827	$227,822,508	$208,645,792

What people think of commercials

Cartoons make the best commercials.

So say Los Angeles viewers, who chose the animated ads by a better than two-to-one margin over musical commercials, the second-rated variety of tv spots.

Those commercial preferences were revealed by a survey prepared and conducted by Dr. Aly Baylor, chairman of the department of economics and marketing at Woodbury College, Los Angeles. Woodbury students made 3,018 interviews to collect the information. Complete data on tv commercials showed cartoons preferred by 48.4% of respondents, musical spots by 21.1%, silent commercials by 12.1%, demonstrative by 8.3%, serious by 6.6% and dramatic by 3.5%.

Asked to list the sponsors of their four favorite programs, 60.4% were able to name the first choice program sponsor, 52.5% the second, 40.5% the third and 39.0% the fourth. As to use of the products advertised on their favorite programs, 11.7% said they always use them; 65.7% said they sometimes do and 22.5% said they never do.

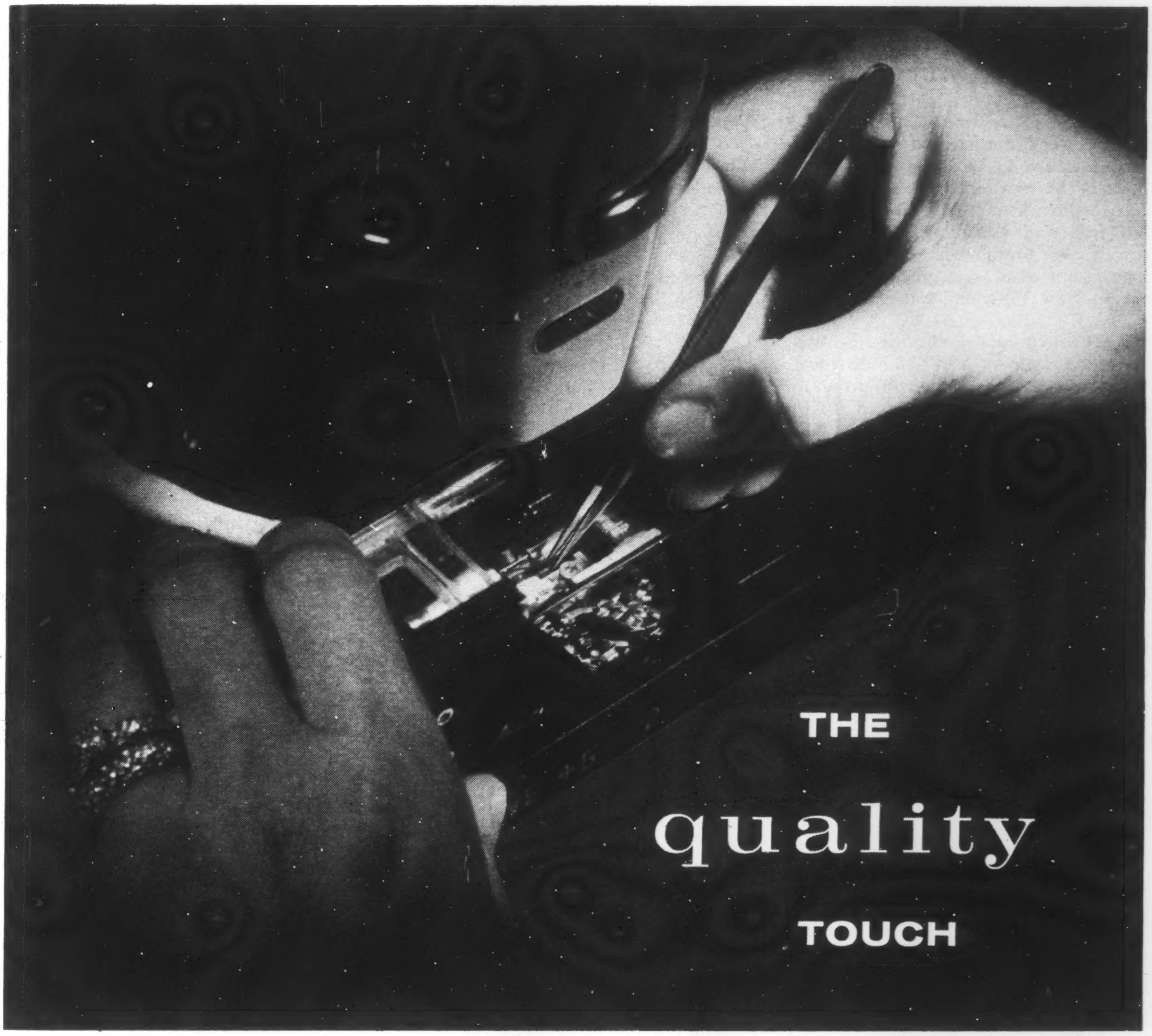
Most viewers do not have a very high opinion of the commercials they see on tv, the survey indicated. Nearly three-quarters of those interviewed reported negative attitudes toward the tv spots, 19.8% terming them boring, 18.9% repetitious, 13.2% phony, 12.3% lengthy and 9.1% charged them with wrong timing. On the other side, 11.1% said they found commercials entertaining, 6.0% called them informative and 3.7% said they were helpful. The other 5.9% of the interviewers were indifferent to tv commercials.

Ads Axed ■ Commercials were also revealed as the chief grievance of the tv audience, garnering 43.7% of the votes. Also objected to were time conflict (20.4%), repetition of programs (18.6%) and lack of variety (17.3%).

Yet, only 17.4% of the respondents reported that they made no purchases as a result of tv advertising. Foods were the most purchased (16.3%), followed by toiletries (13.3%), soft drinks (10.3%), drugs (9.6%), cigarettes (9.3%), alcoholic beverages (6.2%), gas and oil (4.7%), recreation (3.8%), automobiles (3.4%), home furnishings (2.8%) and loans and investments (1.5%).

As to programs, the survey found westerns most popular with Los Angelenos (15.6%), mysteries second (13.4%), dramas third (12.2%) and comedies fourth (10.7%). Cartoons, top-rated as commercials, ranked 11th as program material, with only 4.1% of the votes, trailing musical programs (7.9%), family shows (7.6%), sports (6.9%), news (5%), documentary (4.6%) and variety (4.5%). Only educational programs (1.8%) and quiz shows (1.4%) were lower than cartoons in the preferential scale.

Viewers gave amusement as their chief reason for watching tv (12.4%), closely followed by personalities (12%), pleasure (11.9%) and action (11.8%). Despite the popularity of westerns, only 3.1% gave gun fights as the reason for their program preference, although excitement got a 9.9% response and plot one of 9.1%.



Transistor made by TEXAS INSTRUMENTS INC., Dallas

The amazing transistor ... no larger than a match head, yet opening up electronic miracles never before dreamed possible. So minute, so exacting, it truly takes a quality touch to devise such an engineering masterpiece.

The quality measure of today's better radio and television stations requires no microscopic examination ... it can be felt, not only through audience reaction, but in advertiser product association.

WFAA

radio & television • dallas

Serving the greater DALLAS-FORT WORTH market

TELEVISION SERVICE OF THE DALLAS MORNING NEWS

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

TV'S BIG PUSH FOR RETAILERS

TvB says increased retailer ads inevitable

The Television Bureau of Advertising last week emphasized that a decided increase in local retailer use of television is inevitable.

To explore tv's status with retailers, TvB President Norman E. Cash and Howard P. Abrahams, vice president in charge of retail sales, met with newsmen in New York and talked retailing and tv.

Mr. Cash predicted the area he was concerned with—a $280 million local retail business in 1959—will grow to $1.5 billion in 1970. Media in 1970, he noted, should be billing about $22 billion a year of which "better than" $12 billion will be in national advertising and nearly $10 billion in local retail.

For some time, tv's growth in local retailing has been a touchy matter. The large retail chains, for example, didn't feel the need for tv nor did they consider it as they have newspaper ads. But the migration to the suburbs is starting some changes. Stores now compete more strongly for customers in the city areas and branch outlets in the suburbs cannot rely on newspaper circulation to any great extent (tv, covers both general areas, TvB notes).

Mr. Cash noted that local advertisers historically don't react as quickly to tv as do national advertisers. Local advertising in all media increased by only 83% in 10 years (1950-59) but its share of the whole advertising pie declined (from 42.9% of the total in 1950 to 38.5% of the total in 1959).

Tempo Up ▪ At work now, according to Mr. Abrahams, are such factors as an increased tempo of retail advertising on tv and ground work underway to orientate retailers to tv. He noted that with the National Retail Merchants Assn., TvB is preparing a manual for retailers to show them how to use the medium. An NRMA survey reveals that 2 out of 3 retailers using tv started with the medium since 1955, that the average retailer's tv budget comes to about 10% of his total ad expenditures and 43% of retailers surveyed are using tv.

On the how-to in tv, NRMA already has found that one out of five retailers thinks he is not able to use the medium because of a lack of existing tv facilities or a limited marketing pattern. As a main technique, most retailers tend to slides and live commercials. A few retailers are using tv tape.

TvB and stations are now tackling the problem of orienting the retailers to the use of tv. Talks and demonstrations are made before retailer groups, store tests and clinics are held, while stations are presented details on how they should contact and sell retailers on tv.

Mr. Abrahams said TvB at present recommends that retailers allocate 15% of their total ad budgets to tv (including saturation schedules for key events and year-round promotion). This percentage, however, is very flexible since various factors including store volume and type or size of market could effect wide variances in suggested percentages.

Shell Oil dropping Thompson for Ogilvy

Some $16 million in advertising for Shell Oil Co. will be scheduled by a new agency next year. Effective Dec. 1, the account, which spends perhaps nearly half its budget in broadcasting, moves to Ogilvy, Benson & Mather, New York, terminating a 30-year association with J. Walter Thompson.

H.S.M. Burns, president of Shell Oil, said the change was not easy to make after a "long, pleasant and productive relationship" with JWT, but that Shell was undergoing a general marketing reorientation.

After the announcement last week, Standard Oil of New Jersey, which had placed corporate advertising through Ogilvy, (*Play of the Week* in Washington and New York and magazine campaigns), announced it would withdraw from OBM. At week's end no successor had been appointed.

Shell sponsored professional football on CBS-TV last fall but puts most of its money into spot, mainly for strip news-public service show sponsorship in about 75 markets, supplemented by seasonal announcement schedules in 20 or so additional markets. The sponsor follows the same pattern in radio, using more than 100 markets.

Toni switches two from T-L to Frank

The Toni Co., a division of the Gillette Co. and a top network television advertiser, pulled out an estimated $1.5 million worth of billings from Tatham-Laird in reassigning two products to Clinton E. Frank, another Chicago-based agency.

Beyond the switch of Prom home permanent and White Rain shampoo, which T-L had serviced for 10 years, there were rumblings of further account switches involving Toni's agency group, though none of the agency and client principals involved would comment Thursday.

Toni, one element in the sprawling Gillette empire, spends an estimated $7-10 million in broadcast media annually, leaning heavily on network tv. Its products are cross-plugged in participations on Gillette's network properties. Gillette itself is a $20 million broadcast client, spending about $13.6 million in network and $2.75 million in spot tv in 1959, plus an additional $1.07 million in spot radio.

Termination of the Toni and Tatham-Laird association was officially announced by the agency Thursday noting the separation is "by mutual agreement and with complete good will on both sides." Toni followed up Friday with virtually the same announcement, adding that Frank had been reassigned the two products accounts. The switch was announced by Stuart K. Hensley, Toni president.

North Adv. Inc. and Clinton Frank handle the bulk of Toni's business, which is primarily in network tv and lesser in spot tv and print media. The lineup: North—Toni, Tonette, Silver Curl, Deep Magic, Hush, Adorn, Colorcade and experimental products; Frank—Pamper, Tame and Bobbi. It also has agencies in Honolulu and Toronto, Canada. Thus, the bulk of broadcast billings remain with North, despite the defection of Prom and White Rain to Frank.

Initial inkling of rumbling in the Toni camp came earlier in the week with North's announcement it had hired away executives from Lanolin Plus and Foote, Cone & Belding as account directors on Toni products.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week June 16-22 as rated by the multi-city Arbitron Instant ratings of America Research Bureau.

Date	Program and Time	Network	Rating
Thur., June 16	Untouchables (9:30 p.m.)	ABC-TV	21.0
Fri., June 17	77 Sunset Strip (9 p.m.)	ABC-TV	24.1
Sat., June 18	Gunsmoke (10 p.m.)	CBS-TV	25.0
Sun., June 19	Alfred Hitchcock (9:30 p.m.)	CBS-TV	21.8
Mon., June 20	Emmy Awards (10 p.m.)	NBC-TV	25.8
Tue., June 21	Red Skelton (9:30 p.m.)	CBS-TV	20.4
Wed., June 22	Wagon Train (7:30 p.m.)	NBC-TV	22.5

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THE DAYTON COUNCIL ON WORLD AFFAIRS
MR. ALBRITTON
MR. BUHL
MR. TALBOT
HARRY BUTLER
MR. NOVAKOVIC

Recent Guests on the Dayton Council of World Affairs Weekly Forum

CLAUDE BOURDET—Editor, France Observateur, Member Paris Municipal Council

ROBERT CRAWFORD—Public Affairs Officer, U.S. Information Service, Tangiers, Morocco

LILY QUY—Director of Literacy Work, Orissa Province, India

SAMUEL KRAKOW—International Relations Assistant, American Red Cross

KJELL BERG—Press Attache, Embassy of Sweden

DR. HERRICK YOUNG—President, Western College for Women

ROBERT MACALISTER—Executive Director, International Rescue Commission

GEORGE V. MELAS—Greek Ambassador to the U.S.

DR. FAYEZ SAYEGH—Director, Arab Information Bureau

DR. GUNTHER R. GRUBER—Austrian Trade Delegate, Chicago

LEONARD TENNYSON—U.S. Representative for the European Common Market

DR. LEWIS GALANTIERE—Policy Advisor to Radio Free Europe

WERNER MIDDELMANN—Assistant Secretary of Refugees for the West German Government

Dayton's favorite window on the world

Famed public service feature "Dayton Council of World Affairs" in 10th year on WHIO-TV Programs don't endure like this without tremendous audience loyalty. Throughout the years, Dayton and the great Dayton area has learned to keep WHIO-TV tuned in for the utmost in forward-looking programming—just as our area's civic leaders have learned to come to us first for airtime support for community projects.

Such close identification with civic causes has won us a unique place in the hearts of a great community. You'll find it rewarding to consult National Representative George P. Hollingbery's facts and figures. He is at your service.

One of America's Great Area Stations Covering 41 Counties of 3 States

Associated with
WSB, WSB-TV, Atlanta, Georgia and
WSOC, WSOC-TV, Charlotte, North Carolina

WHIO-TV
CBS
Channel **7**
Dayton
Ohio

SEAL OF GOOD PRACTICE

same story!

A once-in-a-lifetime special event or a regularly-scheduled adventure show—as different as can be, yet the same: they spell overwhelming leadership for Channel 2.

Example: WCBS-TV's coverage of the wedding of Princess Margaret scored a royal 25.9 rating and a 60.9% share of audience. Despite an 11:15 pm start (well after the other New York stations), the WCBS-TV coverage averaged 72% more homes than the second station's prime-time showing, more than the next three stations combined! (Nielsen)

Another example: "Sea Hunt," one of New York's top-rated shows during a seventeen-month run on Channel 2 (31.2 average rating). When the show moved to another network station—same night, same time—ratings took an immediate plunge. Overnight, "Sea Hunt" lost three-quarters of its audience! The inevitable result: "Sea Hunt" is once more back on Channel 2, once more riding the popularity crest with a current 27.8 rating. (Nielsen)

Worlds apart? Of course. Yet both cases are part of the same familiar story. Year-after-year (as reported in 63 consecutive Nielsens), New York's largest audiences by far are tuned to...

WCBS-TV

CBS Owned · Channel 2, New York · Represented by CBS Television Spot Sales

HIGH RATED
LOCAL
PROGRAMMING
★

MILWAUKEE
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CBS NETWORK
-tv
TV Capital of Wisconsin

TOP
AVAILABILITIES
IN THE LARGEST
FILM LIBRARY
IN THE MARKET!
CALL BLAIR
Television Associates

the **STORER** *station*
backed by 33 years of
responsible broadcasting

Business briefly

Product premieres ■ The Mennen Co., Morristown, N.J., has entered Rochester, N.Y., in tv-testing of two new products: Brake, men's deodorant with roll-on top that "knocks out a man's tension odor," and Orbit, woman's deodorant with contour roller to give "complete, contour protection." Agencies: Grey Adv., N.Y., for Brake, and Warwick & Legler, N.Y., for Orbit.

Thrilled ■ Allstate Insurance Co., Skokie, Ill., via Leo Burnett Co., Chicago, signed as co-sponsor of *Thriller,* new NBC-TV hour-long mystery and suspense series starting in the fall (Tue., 9-10 p.m. NYT). Other sponsors of the Hubbell Robinson produced series are Glenbrook Labs and American Tobacco, both previously announced.

Pro Bowl date ■ Carter Products Inc. and Liggett & Myers Tobacco Co. signed as co-sponsors of NBC-TV's colorcast of the 11th annual Pro Bowl game at Los Angeles Jan. 15, 1961. Game features top stars of National Football League. Agencies: Dancer-Fitzgerald-Sample, Inc., N.Y., for Liggett & Myers; Sullivan, Stauffer, Colwell & Bayles, N.Y., for Carter.

Gas Assn. drama ■ American Gas Assn., N.Y., through Lennen & Newell, N.Y., will co-sponsor *Barbara Stanwyck Theater* over NBC-TV in the fall (Mon., 10-10:30 p.m.). The other sponsor, previously announced, is Alberto-Culver Co., Chicago.

Jam session ■ Mary Ellens Inc., Berkeley, Calif. (jams and jellies) has launched a 10-month radio spot campaign on 19 western stations, through Guild, Bascom & Bonfigli, San Francisco.

Undaunted ■ Lever Bros'. Lifebuoy soap signed sponsorship of NBC-TV's new live, colorcast series, *Moment of Fear,* which starts July 1 (Fri. 10-11 p.m. EDT). Produced by Robert Stevens, program features suspense stories dealing with both reality and fantasy. Agency: Sullivan, Stauffer, Colwell & Bayles, N.Y.

Early morning news ■ Tidewater Oil Co., through Foote, Cone & Belding, L.A., on July 4 starts full sponsorship of Frank Goss morning newscasts on a 21-station hookup of CBS Radio Pacific Network, (Mon.-Sat., 7:30-7:45 PDT) for 52 weeks.

Summer series ■ S.C. Johnson & Son, Racine, Wis., through Foote, Cone & Belding, N.Y., and the Pet Milk Co., St. Louis, via Gardner Adv., that city, have bought alternate sponsorship of *The Comedy Spot,* a CBS-TV summer series of 13 filmed comedy half-hours starting Tuesday June 28 as replacement for *The Red Skelton Show.*

Political sponsors ■ KHOU-TV Houston last Corinthian station to lock up local sponsorship of group's coverage of political conventions and election night has sold the package to the Houston National Bank. Other four Corinthian markets sold, all within 10 days of package being offered, are: WISH-AM-TV Indianapolis, Fall City Brewery; WANE-AM-TV Fort Wayne, Peter Eckrich & Sons (meat packer); WOTV (TV) Tulsa, Conoco and National Bank of Tulsa and KXTV (TV) Sacramento, Shell Oil. Corinthian's individual, local-angle coverage supplements that of CBS (BROADCASTING, May 23).

Marlboro football ■ Philip Morris Inc. (Marlboro cigarettes), N.Y., will sponsor complete schedule of 70 games of National Football League on CBS-TV, starting Sept. 23 and ending Dec. 18, and has set up regional tv networks. Company also will present world championship game over NBC-TV on date to be announced. Agency: Leo Burnett Co., Chicago.

Two for 'Witness' ■ R.J. Reynolds Tobacco Co., Winston-Salem, N.C., through Wm. Esty Co., N.Y., and Helene Curtis Industries, Chicago, through Edward H. Weiss Co., Chicago, have signed for alternate-week, half-hour sponsorship of *Witness* (Thur., 7:30-8:30 p.m. on CBS-TV), starting in fall. Half-hour sponsorship of series is still available.

Makeup spots ■ Max Factor & Co., L.A., will use nationwide spot television starting Oct. 3 in an introductory campaign for a new make-up, Sheer Genius. The company describes the product as a "new concept in make-up . . . that will give complexions . . . an exciting new look which is in between the shine of an unpowdered make-up base and the non-reflective matte finish of powder." Kenyon & Eckhardt, L.A., is the agency.

Renews news ■ The AFL-CIO has renewed *Edward P. Morgan & The News* on ABC Radio for the sixth consecutive year. The 52-week contract was placed last week by Furman, Feiner & Co., N.Y., which at the same time ordered the AFL-CIO's annual summer weekend newscasts beginning in July. George Ansbro handles these 12:25-12:30 p.m. Saturdays and 7:30-7:35 p.m. Sundays. The Morgan newscasts are heard Monday-Friday 7-7:15 p.m.

Nighttime too ■ Procter & Gamble will sponsor a nighttime version of *Video Village* quiz show on CBS-TV Fridays (9-9:30 p.m.), beginning July 1. The series was planned initially as Monday-through-Friday daytimer. The

TO INCREASE YOUR CLIENTS' SHARE OF THE $5-BILLION
WASHINGTON RETAIL MARKET

Use the promotion plan with the largest share of the GOVERNMENT EMPLOYEE MARKET

Featuring WQMR

Washington's Quality Music and Government News Radio Station...

and Acme

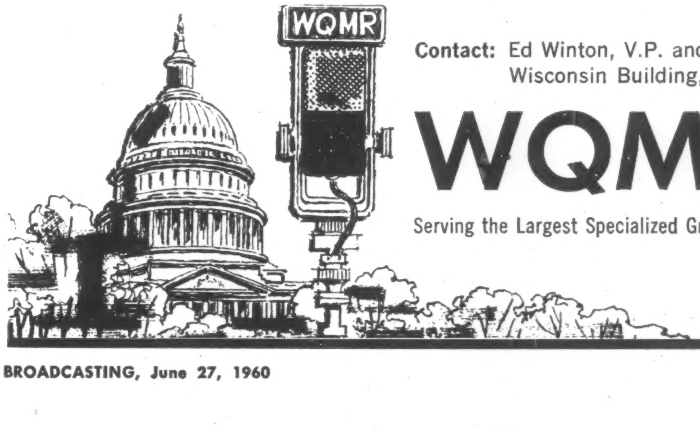
Washington's Fastest Growing Supermarket Chain.

First, your radio spot commercials are carefully fitted in WQMR's popular "Musical Clusters" and "Voice of Government" program format which offers a pleasing balance between uninterrupted "semi-classical and semi-popular" music, and exclusive spot reports of government activities along with other important news, weather and sport features . . . just the balance that attracts and holds the attention of a half million government employees and their families. **You need this important audience if you are to really move goods in Washington.** Your selling message . . . and it must meet WQMR standards . . . is presented individually in and around the news portions as integral parts of each day's program. Your selling message is considered an important aspect of WQMR's service to the people of the nation's capital. Such controlled and integrated programming makes the big difference . . . for you as well as for your listeners.

Second, you may now join WQMR in a Point-of-Purchase Promotion just set up with American Stores, Inc. . . . whose ACME markets form one of the largest supermarket chains in the country, as well as in the capital area. For no additional charge, your advertised product will benefit from choice POP space (your own selection, by the way) in all stores of the ACME chain which does business with more than 200,000 Washington shoppers weekly. **Just think of the impact on the sales of your product created by end-of-aisle or check-out counter displays viewed by these 200,000 shoppers** . . . and the number is increased if you choose a different package plan. There are two established plans to choose from.

This integrated promotion program would be strongly tempting even if offered by any other radio station providing the usual assortment of music, news, variety and commercial fare. Coming from WQMR, however, you will have still another bonus feature working for you . . . **proven audience acceptance.** WQMR's new creative approach has already won over a large, regular audience, both in and out of the government, plus the plaudits of advertising and business leaders, the sponsors, government officials and members of Congress. With the implementing of the WQMR-ACME merchandising plan, even more plaudits will come in from satisfied sponsors.

Prime radio time and store display space is limited. To get in on the "outdoor living" market, request program details as soon as possible.



Contact: Ed Winton, V.P. and G.M., WQMR
Wisconsin Building, Washington 16, D. C., WHitehall 6-1050

WQMR DIAL 1050

. . . a Connie B. Gay Station

Serving the Largest Specialized Group of Listeners in Any City in the World

In
CLEVELAND
nothing
sells
like
BEAUTIFUL
MUSIC

RADIO
WJW

the **STORER** *station*
backed by 33 years
of responsible broadcasting

CALL KATZ or
National Sales Offices:
625 Madison Ave., New York 22
230 N. Michigan Ave., Chicago 1

TV PREVIEW

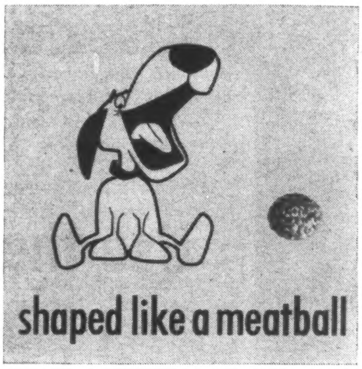
The bouncing ball technique of the movie theatres' audience participation community sings has been adapted by Fuller & Smith & Ross, Los Angeles, and Playhouse Pictures to a new 20-second commercial for Kal Kan Rounds, new pet fod which basically is meatballs canned in gravy.

For Kal Kan, the bouncing ball is a bouncing meatball which moves from frame to frame with a hungry dog in eager pursuit over the words that make up the rhymed message:

> "Finally, a pet food that pours,
> Shaped like a meatball to end all your chores.
> The complete pet diet for cats and hounds,
> Brand new Kal Kan All-year ROUNDS."

Bounching into the lettering, the meatball becomes the "O" of the word "ROUNDS" until it is pounced upon and gobbled up greedily by the happy pooch. The commercial ends with a picture of the Rounds can.

The spots will be broadcast on tv stations in Los Angeles and San Diego starting Aug. 8 in a six-week introductory campaign in Southern California. Harmon O. Nelson, broadcast vice president of F&S&R, L.A., supervised the spot, which was animated by Playhouse Pictures. Tom Shea is account executive and Norv LaVene is account supervisor on the Kal Kan account. 1,800-line newspaper ads will back up the tv spot saturation campaign.



A HAPPY POUCH
Follow the bouncing meatball

day version won't begin until July 11. Agency: Benton & Bowles, N.Y.

In for Ann ■ General Foods through Benton & Bowles has slotted a new taped revue, *The Spike Jones Show,* in the *Ann Sothern Show* time on CBS-TV (Mon., 9:30-10 p.m. EDT) for nine weeks, beginning Aug. 1, until *The Andy Griffith Show* debuts in that time. Ann Sothern moves in the fall to Thursdays at 9:30, replacing this season's *Markham,* sponsored by Schlitz (through J. Walter Thompson) and Renault (Kudner). Bill Dana, who created "Jose Jimenez" on the "Steve Allen Show" on NBC-TV, will produce the Jones series, with Bob Scheerer, former associate producer of the Allen show, as a director and an Allen writer, Don Hinkley, with similar duties.

Lady Esther buys tv ■ Chemway Corp., for Lady Esther Products, has bought participations in ABC-TV's daytime shows, *Day in Court, Beat the Clock,* and *Who Do Your Trust,* beginning June 28. The contract calls for a quarter-hour a week for 25 weeks. Agency: Cohen & Aleshire, N.Y.

Two go golf ■ Williamson-Dickie Mfg. Co., Fort Worth, through Fuller & Smith & Ross, has bought half of CBS-TV's *PGA Golf Championship* July 23 (5-6 p.m. EDT) and July 24 (4:30-6 p.m. EDT).

Olympic buy ■ P. Lorillard, through Lennen & Newell, N.Y., and Pabst Brewing Co., through Kenyon & Eckhardt, that city, have signed for CBS-TV's coverage of the final Olympic track and field trials, scheduled for July 2 (5-7 p.m. EDT).

Agency appointments

- Oasis Corp. Stanton, Calif., names Boylhart, Lovett & Dean Inc., L.A., to handle sales development for introduction of Rola-Dri tub enclosures to add a shower to bath tubs. Media plans are now under consideration.

- Bar Harbor Inc., L.A., appoints Boylhart, Lovett & Dean Inc., L.A., to handle the Imperial Chef refreshment bar, a product designed to accommodate individual servings of coffee, soup and other beverages and foods without need for bottled water. Media plans are being formulated.

- Cone Mills Inc. (fabrics, Cone towels), N.Y., to Grant Adv., N.Y., from Cohen, Dowd & Aleshire. The account is valued at the "middle to high six figures."

- WRVA-AM-TV Richmond, Va., appoints Zimmer-McClaskey-Frank, that city. The agency is handling all advertising and publicity for the tv station's changeover to ABC-TV which went into effect May 30.

- Mutual Broadcasting System: Erwin Wasey, Ruthrauff & Ryan, N.Y.

WGIV

CHARLOTTE'S Number ONE Audience Station*

Proudly announces the appointment of....

BERNARD HOWARD & CO., INC.
radio and television station representatives

NEW YORK • CHICAGO • ATLANTA • LOS ANGELES • SAN FRANCISCO

as its National Representative effective July 1st 1960

* Pulse of Charlotte—Spring 1960
* Hooper of Charlotte—April-May 1960

A FOCUS ON THE PRIME U.S. MARKETS

Census findings pinpoint the 189 most-populated city areas

Twenty-three metropolitan areas have a population of more than 1 million, according to preliminary figures announced June 22 by the U. S. Census Bureau.

Another 29 metropolitan areas have a population between 500,000 and 1 million, it was found.

Highest percentage increases occurred in Anaheim, Calif., 610.4%; Tucson, Ariz., 362% and Torrance, Calif., 352.3%, the bureau found. Some large population gains were due to annexations of territory.

Following are population figures for 1960 and 1950 as released by the bureau:

Standard Metropolitan Statistical Area	1960	1950	Increase or decrease	
			Number	%
Total, 189 areas	108,872,660	87,579,138	21,293,522	24.3
In central cities	55,617,613	51,396,698	4,220,915	8.2
Outside central cities	53,255,047	36,182,440	17,072,607	47.2
Akron, Ohio	509,403	410,032	99,371	24.2
Akron	287,592	274,605	12,987	4.7
Outside central city	221,811	135,427	86,384	63.8
Albany-Schenectady-Troy, N.Y.	648,865	589,359	59,506	10.1
Albany	125,641	134,995	–9,354	–6.9
Schenectady	81,284	91,785	–10,501	–11.4
Troy	69,938	72,311	–2,373	–3.3
Outside central cities	372,002	290,268	81,734	28.2
Albuquerque, N.M.	260,318	145,673	114,645	78.7
Albuquerque	198,856	96,815	102,041	105.4
Outside central city	61,462	48,858	12,604	25.8
Allentown-Bethlehem-Easton-Pa.-N.J.	490,723	437,824	52,899	12.1
Allentown	108,551	106,756	1,795	1.7
Bethlehem	75,055	66,340	8,715	13.1
Easton	31,872	35,632	–3,760	–10.6
Outside central cities	275,245	229,096	46,149	20.1
Altoona, Pa.	136,026	139,514	–3,488	–2.5
Altoona	69,083	77,177	–8,094	–10.5
Outside central city	66,943	62,337	4,606	7.4
Amarillo, Tex.	148,505	87,140	61,365	70.4
Amarillo	137,083	74,246	62,837	84.6
Outside central city	11,422	12,894	–1,472	–11.4
Anderson, Ind.	125,326	103,911	21,415	20.6
Anderson	48,857	46,820	2,037	4.4
Outside central city	76,469	57,091	19,378	33.9
Ann Arbor, Mich.	171,278	134,606	36,672	27.2
Ann Arbor	66,779	48,251	18,528	38.4
Outside central city	104,499	86,355	18,144	21.0
Asheville, N.C.	127,357	124,403	2,954	2.4
Asheville	58,737	53,000	5,737	10.8
Outside central city	68,620	71,403	–2,783	–3.9
Atlanta, Ga.	1,014,349	726,989	287,360	39.5
Atlanta	485,425	331,314	154,111	46.5
Outside central city	528,924	395,675	133,249	33.7
Atlantic City, N.J.	157,139	132,399	24,740	18.7
Atlantic City	58,006	61,657	–3,651	–5.9
Outside central city	99,133	70,742	28,391	40.1
Augusta, Ga.-S.C.	214,107	162,013	52,094	32.2
Augusta	69,368	71,508	–2,140	–3.0
Outside central city	144,739	90,505	54,234	59.9
Austin, Tex.	211,292	160,980	50,312	31.3
Austin	185,967	132,459	53,508	40.4
Outside central city	25,325	28,521	–3,196	–11.2
Bakersfield, Calif.	293,473	228,309	65,164	28.5
Bakersfield	56,145	34,784	21,361	61.4
Outside central city	237,328	193,525	43,803	22.6
Baltimore, Md.	1,706,076	1,405,399	300,677	21.4
Baltimore	921,363	949,708	–28,345	–3.0
Outside central city	784,713	455,691	329,022	72.2
Baton Rouge, La	228,095	158,236	69,859	44.1
Baton Rouge	151,130	125,629	25,501	20.3
Outside central city	76,965	32,607	44,358	136.0
Bay City, Mich.	105,594	88,461	17,133	19.4
Bay City	53,247	52,523	724	1.4
Outside central city	52,347	35,938	16,409	45.7
Beaumont-Port Arthur, Tex.	304,194	235,650	68,544	29.1
Beaumont	118,471	94,014	24,457	26.0
Port Arthur	60,943	57,530	3,413	5.9
Outside central city	124,780	84,106	40,674	48.4
Binghamton, N.Y.	211,374	184,698	26,676	14.4
Binghamton	75,135	80,674	–5,539	–6.9
Outside central city	136,239	104,024	32,215	31.0
Birmingham, Ala.	628.682	558,928	69,754	12.5
Birmingham	338,569	326,037	12,532	3.8
Outside central city	290,113	232,891	57,222	24.6
Boston, Mass.	2,561,450	2,410,372	150,878	6.3
Boston	677,626	801,444	–123,818	–15.4
Outside central city	1,883,824	1,609,128	274,696	17.1
Bridgeport, Conn.	333,773	273,723	60,050	21.9
Bridgeport	156,162	158,709	–2,547	–1.6
Outside central city	177,611	115,014	62,597	54.4
Brockton, Mass.	148,728	119,728	29,000	24.2
Brockton	72,472	62,860	9,612	15.3
Outside central city	76,256	56,868	19,388	34.1
Buffalo, N.Y.	1,304,581	1,089,230	215,351	19.8
Buffalo	528,387	580,132	–51,745	–8.9
Outside central city	776,194	509,098	267,096	52.5
Canton, Ohio	337,956	283,194	54,762	19.3
Canton	112,750	116,912	–4,162	–3.6
Outside central city	225,206	166,282	58,924	35.4
Cedar Rapids, Iowa	133,359	104,272	29,085	27.9
Cedar Rapids	90,623	72,296	18,327	25.3
Outside central city	42,736	31,978	10,758	33.6
Champaign-Urbana, Ill.	132,152	106,100	26,052	24.6
Champaign	48,176	39,563	8,613	21.8
Urbana	27,042	22,834	4,208	18.4
Outside central cities	56,934	43,703	13,231	30.3
Charleston, S.C.	206,891	164,856	42,035	25.5
Charleston	60,182	70,174	–9,992	–14.2
Outside central city	146,709	94,682	52,027	54.9
Charleston, W. Va.	250,752	239,629	11,123	4.6
Charleston	85,132	73,501	11,631	15.8
Outside central city	165,620	166,128	–508	–0.3
Charlotte, N.C.	270,951	197,052	73,899	37.5
Charlotte	200,878	134,042	66,836	49.9
Outside central city	70,073	63,010	7,063	11.2
Chattanooga-Tenn.-Ga.	279,244	246,453	32,791	13.3
Chattanooga	127,709	131,041	–3,332	–2.5
Outside central city	151,535	115,412	36,123	31.3
Chicago, Ill.	6,150,532	5,177,868	972,664	18.8
Chicago	3,492,945	3,620,962	–128,017	–3.5
Outside central city	2,657,587	1,556,906	1,100,681	70.7
Cincinnati, Ohio-Ky.	1,059,026	904,402	154,624	17.1
Cincinnati	487,462	503,998	–16,536	–3.3
Outside central city	571,564	400,404	171,160	42.7
Cleveland, Ohio	1,780,263	1,465,511	314,752	21.5
Cleveland	869,867	914,808	–44,941	–4.9
Outside central city	910,396	550,703	359,693	65.3
Columbia, S.C.	257,961	186,844	71,117	38.1
Columbia	98,690	86,914	11,776	13.5
Outside central city	159,271	99,930	59,341	59.4
Columbus, Ga.-Ala.	216,155	170,541	45,614	26.7
Columbus	115,741	79,611	36,130	45.4
Outside central city	100,414	90,930	9,484	10.4
Columbus, Ohio	676,642	503,410	173,232	34.4
Columbus	465,151	375,901	89,250	23.7
Outside central city	211,491	127,509	83,982	65.9
Corpus Christi, Tex.	219,002	165,471	53,531	32.4
Corpus Christi	165,698	108,287	57,411	53.0
Outside central city	53,304	57,184	–3,880	–6.8
Dallas, Tex.	1,073,661	743,501	230,160	44.4
Dallas	672,117	434,462	237,655	54.7
Outside central city	401,544	309,039	92,505	29.9
Davenport-Rock Island-Moline, Iowa-Ill.	267,641	234,256	33,385	14.3
Davenport	88,738	74,549	14,189	19.0
Rock Island	50,906	48,710	2,196	4.5
Moline	42,860	37,397	5,463	14.6
Outside central cities	85,137	73,600	11,537	15.7
Dayton, Ohio	689,676	518,642	171,034	33.0
Dayton	258,196	243,872	14,324	5.9
Outside central city	431,480	274,770	156,710	57.0
Decatur, Ill.	117,302	98,853	18,449	18.7
Decatur	77,302	66,269	11,033	16.6
Outside central city	40,000	32,584	7,416	22.8
Denver, Colo.	923,161	612,128	311,033	50.8
Denver	489,217	415,786	73,431	17.7
Outside central city	433,944	196,342	237,602	121.0
Des Moines, Iowa	262,698	226,010	36,688	16.2
Des Moines	207,054	177,965	29,089	16.3
Outside central city	55,644	48,045	7,599	15.8
Detroit, Mich.	3,761,220	3,016,197	745,023	24.7
Detroit	1,672,574	1,849,568	–176,994	–9.6
Outside central city	2,088,646	1,166,629	922,017	79.0
Dubuque, Iowa	79,761	71,337	8,424	11.8
Dubuque	56,359	49,671	6,688	13.5
Outside central city	23,402	21,666	1,736	8.0
Duluth-Superior, Minn.-Wis.	272,992	252,777	20,215	8.0
Duluth	104,528	104,511	17	–
Superior	33,019	35,325	–2,306	–6.5
Outside central cities	135,445	112,941	22,504	19.9
Durham, N.C.	112,447	101,639	10,808	10.6
Durham	77,772	71,311	6,461	9.1
Outside central city	34,675	30,328	4,347	14.3
El Paso, Tex.	310,690	194,968	115,722	59.4
El Paso	272,239	130,485	141,754	108.6
Outside central city	38,451	64,483	–26,032	–40.4

Standard Metropolitan Statistical Area	1960	1950	Increase or decrease Number	%
Evansville, Ind.-Ky.	196,615	191,137	5,478	2.9
Evansville	140,474	128,636	11,138	9.2
Outside central city	56,141	62,501	–6,360	–10.2
Fall River, Mass.-R.I.	137,403	137,298	105	0.1
Fall River	99,420	111,963	–12,543	–11.2
Outside central city	37,983	25,335	12,648	49.9
Fitchburg-Leominster, Mass.	80,668	74,943	5,725	7.6
Fitchburg	42,910	42,691	219	0.5
Leominster	27,663	24,075	3,588	14.9
Outside central cities	10,095	8,177	1,918	23.5
Flint, Mich.	370,200	270,963	99,237	36.6
Flint	194,940	163,143	31,797	19.5
Outside central city	175,260	107,820	67,440	62.5
Fort Smith, Ark.	66,003	64,202	1,801	2.8
Fort Smith	52,393	47,942	4,451	9.3
Outside central city	13,610	16,260	–2,650	–16.3
Fort Wayne, Ind.	230,533	183,722	46,811	25.5
Fort Wayne	160,883	133,607	27,276	20.4
Outside central city	69,650	50,115	19,535	39.0
Fort Worth, Tex.	568,484	392,643	175,841	44.8
Fort Worth	353,388	278,778	74,610	26.8
Outside central city	215,096	113,865	101,231	88.9
Fresno, Calif.	365,840	276,515	89,325	32.3
Fresno	133,062	91,669	41,393	45.2
Outside central city	232,778	184,846	47,932	25.9
Gadsden, Ala.	96,106	93,892	2,214	2.4
Gadsden	57,409	55,725	1,684	3.0
Outside central city	38,697	38,167	530	1.4
Galveston, Tex.	138,196	113,066	25,130	22.2
Galveston	65,662	66,568	–906	–1.4
Outside central city	72,534	46,498	26,036	56.0
Gary-Hammond-East Chicago, Ind.	575,010	408,228	166,782	40.9
Gary	177,913	133,911	44,002	32.9
Hammond	111,528	87,594	23,934	27.3
East Chicago	57,177	54,263	2,914	5.4
Outside central cities	228,392	132,460	95,932	72.4
Grand Rapids, Mich.	361,145	288,292	72,853	25.3
Grand Rapids	175,741	176,515	–774	–0.4
Outside central city	185,404	111,777	73,627	66.0
Green Bay Wis.	123,922	98,314	25,608	26.0
Green Bay	62,653	52,735	9,918	18.8
Outside central city	61,269	45,579	15,690	34.4
Greensboro-High Point, N.C.	243,790	191,057	52,733	27.6
Greensboro	119,283	74,389	44,894	60.4
High Point	61,456	39,973	21,483	53.7
Outside central cities	63,051	76,695	–13,644	–17.8
Greenville, S.C.	208,860	168,152	40,708	24.2
Greenville	65,635	58,161	7,474	12.9
Outside central city	143,225	109,991	33,234	30.2
Hamilton-Middletown, Ohio	199,248	147,203	52,045	35.4
Hamilton	73,743	57,951	15,792	27.3
Middletown	41,953	33,695	8,258	24.5
Outside central cities	83,552	55,557	27,995	50.4
Harrisburg, Pa.	342,039	292,241	49,798	10.7
Harrisburg	78,869	89,544	-10,675	–11.9
Outside central city	263,170	202,697	41,897	20.7
Hartford, Conn.	521,810	406,534	115,276	28.4
Hartford	160,467	177,397	–16,930	–9.5
Outside central city	361,343	229,137	132,206	57.7
Honolulu, Hawaii	488,625	353,020	135,605	38.4
Honolulu	289,864	248,034	41,830	16.9
Outside central city	198,761	104,986	93,775	89.3
Houston, Tex.	1,232,179	806,701	425,478	52.7
Houston	929,991	596,163	333,828	56.0
Outside central city	302,188	210,538	91,650	43.5
Huntington-Ashland, W. Va.-Ky-Ohio	245,071	245,795	–724	–0.3
Huntington	76,242	86,353	–10,111	–11.7
Ashland	31,150	31,131	19	0.1
Outside central city	137,179	128,311	8,868	6.9
Indianapolis, Ind.	690,212	551,777	138,435	25.1
Indianapolis	470,464	427,173	43,291	10.1
Outside central city	219,748	124,604	95,144	76.4
Jackson, Mich.	130,925	107,925	23,000	21.3
Jackson	50,244	51,088	–844	–1.7
Outside central city	80,681	56,837	23,844	42.0
Jackson, Miss.	186,572	142,164	44,408	31.2
Jackson	143,960	98,271	45,689	46.5
Outside central city	42,612	43,893	–1,281	–2.9
Jacksonville, Fla.	450,616	304,029	146,587	48.2
Jacksonville	197,948	204,517	–6,569	–3.2
Outside central city	252,668	99,512	153,156	15.4
Jersey City, N.J.	602,340	647,437	–45,097	–7.0
Jersey City	269,621	299,017	–29,396	–9.8
Outside central city	332,719	348,420	–15,701	–4.5
Johnstown, Pa.	279,603	291,354	–11,751	–4.0
Johnstown	53,636	63,232	–9,596	–15.2
Outside central city	225,967	228,122	–2,155	–0.9
Kalamazoo, Mich.	168,575	126,707	41,868	33.0
Kalamazoo	81,333	57,704	23,629	40.9
Outside central city	87,242	69,003	18,239	26.4
Kansas City, Mo.-Kan.	1,061,794	814,357	247,437	30.4
Kansas City	502,557	456,622	45,935	10.1
Outside central city	559,237	357,735	201,502	56.3
Kenosha, Wis.	98,327	75,238	23,089	30.7
Kenosha	66,381	54,368	12,013	22.1
Outside central city	31,946	20,870	11,076	53.1
Knoxville, Tenn.	364,665	337,105	27,560	8.2
Knoxville	110,089	124,769	–14,680	–11.8
Outside central city	254,576	212,336	42,240	19.9
Lancaster, Pa.	272,899	234,717	38,182	16.3
Lancaster	59,420	63,774	–4,354	–6.8
Outside central city	213,479	170,943	42,536	24.9
Lansing, Mich	299,306	244,159	55,147	22.6
Lansing	108,128	92,129	15,999	17.4
Outside central city	191,178	152,030	39,148	25.8
Laredo, Tex.	64,847	56,141	8,706	15.5
Laredo	60,912	51,910	9,002	17.3
Outside central city	3,935	4,231	–296	–7.0
Lawrence-Haverhill, Mass.-N.H.	187,678	182,442	5,236	2.9
Lawrence	70,550	80,536	–9,986	–12.4
Haverhill	45,836	47,280	–1,444	–3.1
Outside central cities	71,292	54,626	16,666	30.5
Lewiston-Auburn, Me.	68,479	68,426	53	0.1
Lewiston	39,730	40,974	–1,244	–3.0
Auburn	24,325	23,134	1,191	5.1
Outside central cities	4,424	4,318	106	2.5
Lexington, Ky.	129,757	100,746	29,011	28.8
Lexington	62,294	55,534	6,760	12.2
Outside central cities	67,463	45,212	22,251	49.2
Lima, Ohio	102,785	88,183	14,602	16.6
Lima	49,203	50,246	–1,043	–2.1
Outside central city	53,582	37,937	15,645	41.2
Lincoln, Neb.	154,027	119,742	34,285	28.6
Lincoln	127,433	98,884	28,549	28.9
Outside central city	26,594	20,858	5,736	27.5
Little Rock-North Little Rock, Ark.	239,480	196,685	42,795	21.8
Little Rock	105,747	102,213	3,534	3.5
North Little Rock	57,211	44,097	13,114	29.7
Outside central cities	76,522	50,375	26,147	51.9

Nielsen blueprints '61 coverage studies; out-of-home radio included

Detailed plans for A. C. Nielsen Co.'s new national radio and television coverage studies, to be known as NCS '61, are being announced today (June 27), by the rating firm.

Field work for the radio portion will start in the fall of this year and for the tv portion next spring, with both reports to be tied to current U. S. census counts and expected to be ready for delivery in mid-summer 1961 (CLOSED CIRCUIT, June 13).

Each report will include total homes and tv (or radio) homes by state and county; number and percentage of homes reached weekly, day and night separately, weekly and daily daytime and nighttime circulation of station and totals by state and station.

Radio data will also include out-of-home listening.

The separate surveys will measure, 2,930 counties individually, out of 3,076 in the U. S., and the 146 others will be measured in combinations totaling 70 clusters. Questionnaires will go to some 375,000 families and the reports will be based on returns from no less than 40% in any county and an average of at least 50% for all counties. Thirteen Alaskan and Hawaiian cities will be measured in addition to the continental counties.

Costs per station range from $500 to $5,000 gross in the case of radio reports and $600 to $6,000 gross for tv, with discounts earnable up to 50%. Costs for advertiser and agency subscribers cover a wider range, depending on the amount of information needed: a small agency might buy data on a single state for $40 or $50, while top price for the complete radio and tv service is $10,000 before discounts, which can reduce this to less than $7,500.

Standard Metropolitan Statistical Area	1960	1950	Increase or decrease Number	%
Lorain-Elyria, Ohio	215,822	148,162	67,660	45.7
Lorain	68,080	51,202	16,878	33.0
Elyria	43,445	30,307	13,138	43.3
Outside central cities	104,297	66,653	37,644	56.5
Los Angeles-Long Beach, Calif.	6,690,069	4,367,911	2,322,158	53.2
Los Angeles	2,448,018	1,970,358	477,660	24.2
Long Beach	323,996	250,767	73,229	29.2
Outside central cities	3,918,055	2,146,786	1,771,269	82.5
Louisville, Ky.-Ind.	718,028	576,900	141,128	24.5
Louisville	385,688	369,129	16,559	4.5
Outside central city	332,340	207,771	124,569	60.0
Lowell, Mass.	157,285	135,987	21,298	15.7
Lowell	91,609	97,249	–5,640	–5.8
Outside central city	65,676	38,738	26,938	69.5
Lubbock, Tex.	155,485	101,048	54,437	53.9
Lubbock	128,068	71,747	56,321	78.5
Outside central city	27,417	29,301	–1,884	–6.4
Lynchburg, Va.	110,085	96,936	13,149	13.6
Lynchburg	54,415	47,727	6,688	14.0
Outside central city	55,670	49,209	6,461	13.1
Macon, Ga.	178,952	135,043	43,909	32.5
Macon	68,860	70,252	–1,392	–2.0
Outside central city	110,092	64,791	45,301	69.9
Madison, Wis.	221,994	169,357	52,637	31.1
Madison	126,301	96,056	30,245	31.5
Outside central city	95,693	73,301	22,392	30.5
Manchester, N.H.	92,897	88,370	4,527	5.1
Manchester	87,152	82,732	4,420	5.3
Outside central city	5,745	5,638	107	1.9
Memphis, Tenn.	617,773	482,393	135,380	28.1
Memphis	491,691	396,000	95,691	24.2
Outside central city	126,082	86,393	39,689	45.9
Miami, Fla.	917,851	495,084	422,767	85.4
Miami	282,600	249,276	33,324	13.4
Outside central city	635,251	245,808	389,443	158.4
Milwaukee, Wis.	1,186,875	956,948	229,927	24.0
Milwaukee	734,788	637,392	97,396	15.3
Outside central city	452,087	319,556	132,531	41.5
Minneapolis-St. Paul, Minn.	1,477,080	1,151,053	326,027	28.3
Minneapolis	481,026	521,718	–40,692	–7.8
St. Paul	313,209	311,349	1,860	0.6
Outside central cities	682,845	317,986	364,859	114.7
Mobile, Ala.	312,986	231,105	81,881	35.4
Mobile	191,640	129,009	62,631	48.5
Outside central city	121,346	102,096	19,250	18.9
Montgomery, Ala.	168,525	138,965	29,560	21.3
Montgomery	133,874	106,525	27,349	25.7
Outside central city	34,651	32,440	2,211	6.8
Muncie, Ind.	110,230	90,252	19,978	22.1
Muncie	67,966	58,479	9,487	16.2
Outside central city	42,264	31,773	10,491	33.0
Muskegon-Muskegon Heights Mich.	148,821	121,545	27,276	22.4
Muskegon	45,819	48,429	–2,610	–5.4
Muskegon Heights	19,552	18,828	724	3.8
Outside central cities	83,450	54,288	29,162	53.7
Nashville, Tenn.	391,968	321,758	70,210	21.8
Nashville	165,406	174,307	–8,901	–5.1
Outside central city	226,562	147,451	79,111	53.7
New Bedford, Mass	141,256	141,984	–728	–0.5
New Bedford	100,749	109,189	–8,440	–7.7
Outside central city	40,507	32,795	7,712	23.5
New Britain, Conn.	128,467	104,251	24,216	23.2
New Britain	81,569	73,726	7,843	10.6
Outside central city	46,898	30,525	16,373	53.6
New Haven, Conn.	308,654	269,714	38,940	14.4
New Haven	148,923	164,443	–15,520	–9.4
Outside central city	159,731	105,271	54,460	51.7
New Orleans, La.	860,205	685,405	174,600	25.5
New Orleans	620,979	570,445	50,534	8.9
Outside central city	239,226	114,960	124,066	107.9
New York, N.Y.	10,545,300	9,555,943	989,357	10.4
New York	7,660,000	7,891,957	–231,957	–2.9
Outside central city	2,885,300	1,663,986	1,221,314	73.4
Newark, N.J.	1,726,862	1,468,458	258,404	17.6
Newark	396,252	438,776	–42,524	–9.7
Outside central city	1,330,610	1,029,682	300,928	29.2
Newport News-Hampton, Va.	222,984	154,977	68,007	43.9
Newport News	112,639	42,358	70,281	165.9
Hampton	88,890	5,966	82,924	1389.9
Outside central cities	21,455	106,653	–85,198	–79.9
Norfolk-Portsmouth, Va.	537,618	446,200	91,418	20.5
Norfolk	272,908	213,513	59,395	27.8
Portsmouth	106,884	80,039	26,845	33.5
Outside central cities	157,826	152,648	5,178	3.4
Ogden, Utah	110,762	83,319	27,443	32.9
Ogden	70,394	57,112	13,282	23.3
Outside central city	40,368	26,207	14,161	54.0
Oklahoma City, Okla.	502,707	392,439	110,268	28.1
Oklahoma City	317,542	243,504	74,038	30.4
Outside central city	185,165	148,935	36,230	24.3
Omaha, Nebraska-Iowa	456,458	366,395	90,063	24.6
Omaha	300,674	251,117	49,557	19.7
Outside central city	155,784	115,278	40,506	35.1

Standard Metropolitan Statistical Area	1960	1950	Increase or decrease Number	%
Orlando, Fla.,	317,412	141,833	175,579	123.8
Orlando	86,880	52,367	34,513	65.9
Outside central city	230,532	89,466	141,066	157.7
Paterson-Clifton-Passaic, N.J.	1,180,186	876,232	303,954	34.7
Paterson	141,385	139,336	2,049	1.5
Clifton	81,696	64,511	17,185	26.6
Passaic	53,770	57,702	–3,932	–6.8
Outside central cities	903,335	614,683	288,652	47.0
Pensacola, Fla.	202,446	131,260	71,186	54.2
Pensacola	56,548	43,479	13,069	30.1
Outside central city	145,898	88,781	57,117	64.3
Peoria, Ill.	287,188	250,512	36,676	14.6
Peoria	102,751	111,856	–9,105	–8.1
Outside central city	184,437	138,656	45,781	33.0
Philadelphia, Pa.-N.J.	4,081,827	3,671,048	410,779	11.2
Philadelphia	1,959,966	2,071,605	–111,639	–5.4
Outside central city	2,121,861	1,599,443	522,418	32.7
Phoenix, Ariz.	652,032	331,770	320,262	96.5
Phoenix	430,459	106,818	323,641	303.0
Outside central city	221,573	224,952	–3,379	–1.5
Pittsburgh, Pa.	2,394,623	2,213,236	181,387	8.2
Pittsburgh	600,684	676,806	–76,122	–11.2
Outside central city	1,793,939	1,536,430	257,509	16.8
Pittsfield, Mass.	71,568	66,567	5,001	7.5
Pittsfield	57,223	53,348	3,875	7.3
Outside central city	14,345	13,219	1,126	8.5
Portland, Me.	122,128	119,942	2,186	1.8
Portland	74,136	77,634	–3,498	–4.5
Outside central city	47,992	42,308	5,684	13.4
Portland, Ore.-Wash.	815,745	704,829	110,916	15.7
Portland	370,339	373,628	–3,289	–0.9
Outside central city	445,406	331,201	114,205	34.5
Providence-Pawtucket, R.I.-Mass.	814,028	760,202	53,826	7.1
Providence	206,728	248,674	–41,946	–16.9
Pawtucket	80,492	81,436	–944	–1.2
Outside central cities	526,808	430,092	96,716	22.5
Pueblo, Colo.	117,547	90,188	27,359	30.3
Pueblo	90,440	63,685	26,755	42.0
Outside central city	27,107	26,503	604	2.3
Racine, Wis.	140,745	109,585	31,160	28.4
Racine	88,656	71,193	17,463	24.5
Outside central city	52,089	38,392	13,697	35.7
Raleigh, N.C.	168,815	136,450	32,365	23.7
Raleigh	93,097	65,679	27,418	41.7
Outside central city	75,718	70,771	4,947	7.0
Reading, Pa.	271,828	255,740	16,088	6.3
Reading	96,462	109,320	–12,858	–11.8
Outside central city	175,366	146,420	28,946	19.8
Richmond, Va.	406,053	328,050	78,003	23.8
Richmond	218,028	230,310	–12,282	–5.3
Outside central city	188,025	97,740	90,285	92.4
Roanoke, Va.	157,560	133,407	24,153	18.1
Roanoke	96,098	91,921	4,177	4.5
Outside central city	61,462	41,486	19,976	48.2
Rochester, N.Y.	582,777	487,632	95,145	19.5
Rochester	316,074	332,488	–16,414	–4.9
Outside central city	266,703	155,144	111,559	71.9
Rockford, Ill.	208,678	152,385	56,293	36.9
Rockford	125,955	92,927	33,028	35.5
Outside central city	82,723	59,458	23,265	39.1
Sacramento, Calif.	500,719	277,140	233,579	80.7
Sacramento	190,699	137,572	53,127	38.6
Outside central city	310,020	139,568	170,452	122.1
Saginaw, Mich.	189,229	153,515	35,714	23.3
Saginaw	97,031	92,918	4,113	4.4
Outside central city	92,198	60,597	31,601	52.1
St. Joseph, Mo.	89,176	96,826	–7,650	–7.9
St. Joseph	78,370	78,588	–218	–0.3
Outside central city	10,806	18,238	–7,432	–40.8
St. Louis, Mo.-Ill.	2,040,188	1,719,288	320,900	18.7
St. Louis	740,424	856,796	–116,372	–13.6
Outside central city	1,299,764	862,492	437,272	50.7
Salt Lake City, Utah	380,787	274,895	105,892	38.5
Salt Lake City	188,197	182,121	6,076	3.3
Outside central city	192,590	92,774	99,816	107.6
San Angelo, Tex.	63,415	58,929	4,486	7.6
San Angelo	57,811	52,093	5,718	11.0
Outside central city	5,604	6,836	–1,232	–18.0
San Antonio, Tex.	683,262	500,460	182,802	36.5
San Antonio	584,471	408,442	176,029	43.1
Outside central city	98,791	92,018	6,773	7.4
San Bernardino-Riverside-Ontario, Calif.	801,084	451,688	349,396	77.4
San Bernardino	91,728	63,058	28,670	45.5
Riverside	83,714	46,764	36,950	79.0
Ontario	46,407	22,872	23,535	102.9
Outside central cities	579,235	318,994	260,241	81.6
San Diego, Calif.	1,003,522	556,808	446,714	80.2
San Diego	547,294	334,387	212,907	63.7
Outside central city	456,228	222,421	233,807	105.1
San Francisco-Oakland, Calif.	2,721,045	2,240,767	480,278	21.4
San Francisco	715,609	775,357	–59,748	–7.7
Oakland	361,082	384,575	–23,493	–6.1
Outside central cities	1,644,354	1,080,835	563,519	52.1

1100 RADIO STATIONS NOW IN THE KEYSTONE NETWORK!

WELCOME STATION KSEO, DURANT, OKLAHOMA!

OUR 1100TH AFFILIATE. We are proud to add to our ever growing family of radio station affiliates the only station in Bryan county, Oklahoma. This fine station was established in 1947 and is owned by the Durant Publishing-Broadcasting Corp. The manager of the station is Lewis W. Coleman. Congratulations KSEO, we're proud and happy to have you with us.

CHICAGO
111 W. Washington St.
STate 2-8900

NEW YORK
527 Madison Ave.
ELdorado 5-3720

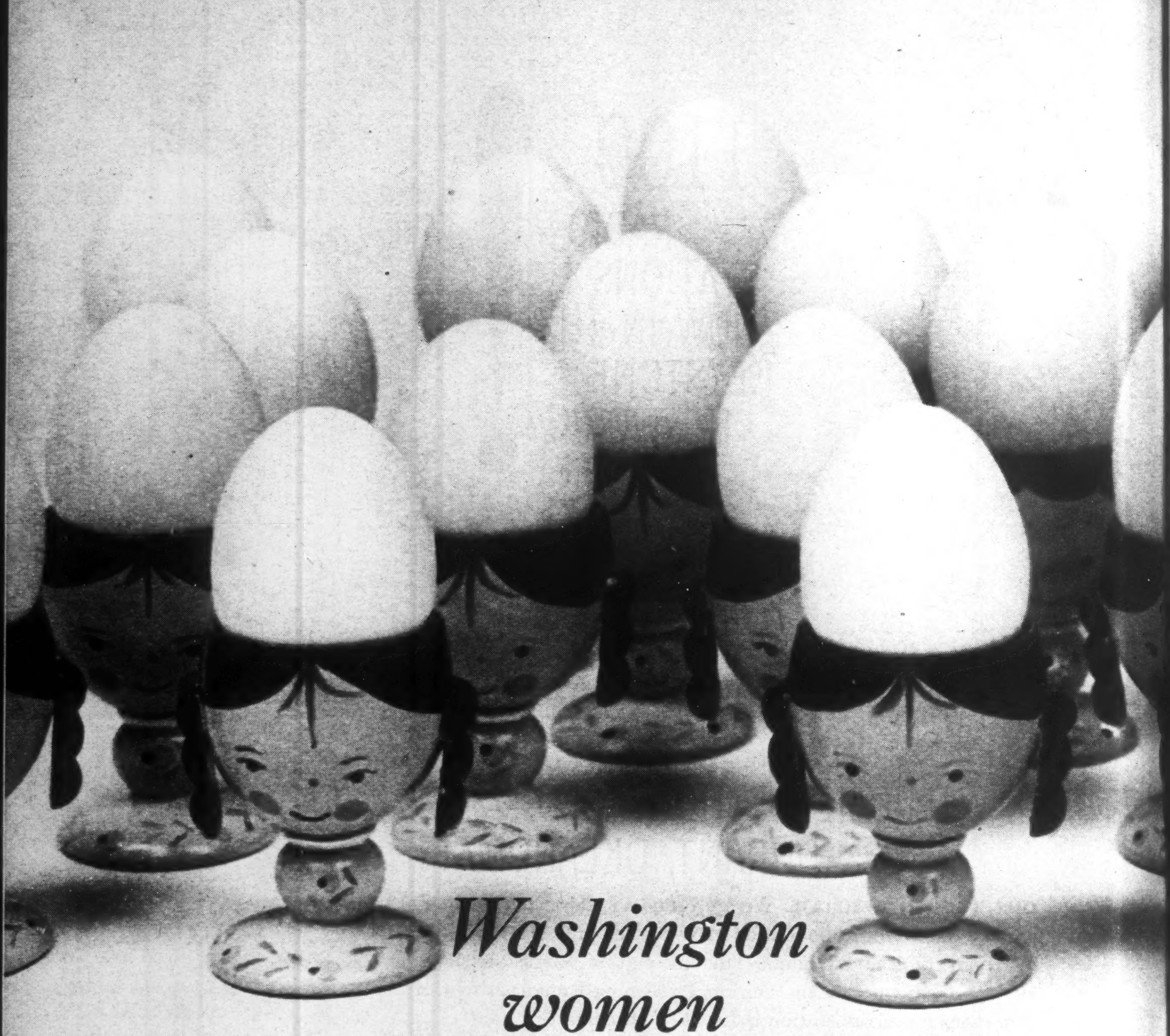
LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

DETROIT
612 Penobscot Building
WO 2-4595

SAN FRANCISCO
57 Post St.
SUtter 1-7440

KBS
Keystone
BROADCASTING SYSTEM, INC.
THE VOICE OF HOMETOWN AND RURAL AMERICA

☐ The capital ladies in the capital city make up their minds—and thei shopping lists—before the stroke of noon. In the pre-shopping hours ☐ It's this distaff quirk that makes the following fact so significant



Washington
women
make up their minds
in the morning...

and the greatest share are influenced by

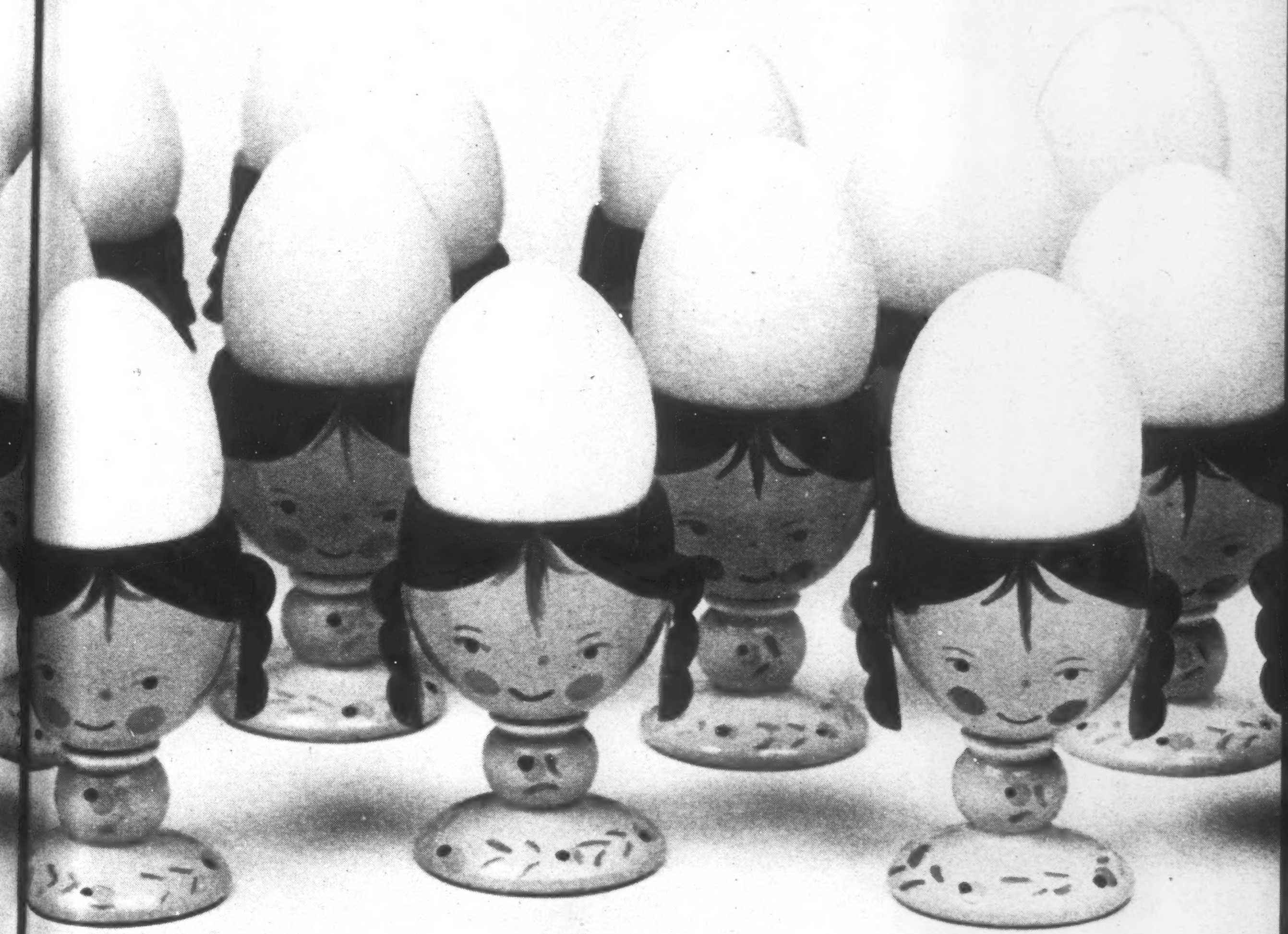
WRC-TV

Betw
more
Ov

Between 7 am and 12 noon, Monday through Friday, WRC-TV attracts more women viewers than any other station in the Washington area.

Owned · Channel 4 in Washington · Sold by NBC Spot Sales · WRC-TV

Source: Washington A R B Jan.-April 1960



Standard Metropolitan Statistical Area	1960	1950	Increase or decrease Number	%
San Jose, Calif.	639,612	290,547	349,068	120.1
San Jose	202,571	95,280	107,291	112.6
Outside central city	437,044	195,267	241,777	123.8
Santa Barbara, Calif.	167,883	98,220	69,663	70.9
Santa Barbara	58,259	44,854	13,405	29.9
Outside central city	109,624	53,366	56,258	105.4
Savannah, Ga.	186,161	151,481	34,680	22.9
Savannah	147,378	119,638	27,740	23.2
Outside central city	38,783	31,843	6,940	21.8
Scranton, Pa.	232,702	257,396	–24,694	–9.6
Scranton	109,891	125,536	–15,645	–12.5
Outside central city	122,811	131,860	–9,049	–6.9
Seattle, Wash.	1,096,778	844,572	252,206	29.9
Seattle	550,525	467,591	82,934	17.7
Outside central city	546,253	376,981	169,272	44.9
Shreveport, La.	280,232	216,686	63,546	29.3
Shreveport	163,777	127,206	36,571	28.7
Outside central city	116,455	89,480	26,975	30.1
Sioux City, Iowa	107,777	103,917	3,860	3.7
Sioux City	89,168	83,991	5,177	6.2
Outside central city	18,609	19,926	–1,317	–6.6
Sioux Falls, S.D.	85,310	70,910	14,400	20.3
Sioux Falls	65,013	52,696	12,317	23.4
Outside central city	20,297	18,214	2,083	11.4
South Bend, Ind.	237,874	205,058	32,816	16.0
South Bend	132,100	115,911	16,189	14.0
Outside central city	105,774	89,147	16,627	18.7
Spokane, Wash.	277,745	221,561	56,184	25.4
Spokane	179,729	161,721	18,008	11.1
Outside central city	98,016	59,840	38,176	63.8
Springfield, Ili.	146,096	131,484	14,612	11.1
Springfield	83,001	81,628	1,373	1.7
Outside central city	63,095	49,856	13,239	26.6
Springfield, Mo.	125,376	104,823	20,553	19.6
Springfield	95,764	66,731	29,033	43.5
Outside central city	29,612	38,092	–8,480	–22.3
Springfield, Ohio	130,701	111,661	19,040	17.1
Springfield	82,075	78,508	3,567	4.5
Outside central city	48,626	33,153	15,473	46.7
Springfield-Holyoke, Mass.	475,211	413,494	61,717	14.9
Springfield	173,736	162,399	11,337	7.0
Holyoke	52,225	54,661	–2,436	–4.5
Outside central cities	249,250	196,434	52,816	26.9
Stamford, Conn.	174,146	134,896	39,250	29.1
Stamford	89,956	74,293	15,663	21.1
Outside central city	84,190	60,603	23,587	38.9
Steubenville-Weirton, Ohio-W.Va.	168,203	157,787	10,416	6.6
Steubenville	33,019	35,872	–2,853	–8.0
Weirton	28,006	24,005	4,001	16.7
Outside central cities	107,178	97,910	9,268	9.5
Stockton, Calif.	248,622	200,750	47,872	23.8
Stockton	85,452	70,853	14,599	20.6
Outside central city	163,170	129,897	33,273	25.6
Syracuse, N.Y.	562,499	465,114	97,385	20.9
Syracuse	215,291	220,583	–5,292	–2.4
Outside central city	347,208	244,531	102,677	42.0
Tacoma, Wash.	318,258	275,876	42,382	15.4
Tacoma	146,734	143,673	3,061	2.1
Outside central city	171,524	132,203	39,321	29.7
Tampa-St. Petersburg, Fla.	760,660	409,143	351,517	85.9
Tampa	270,610	124,681	145,929	117.0
St. Petersburg	178,088	96,738	81,350	84.1
Outside central cities	311,962	187,724	124,238	66.2
Terre Haute, Ind.	107,654	105,160	2,494	2.4
Terre Haute	71,851	64,214	7,637	11.9
Outside central city	35,803	40,946	–5,143	–12.6
Toledo, Ohio	453,365	395,551	57,814	14.6
Toledo	315,643	303,616	12,027	4.0
Outside central city	137,722	91,935	45,787	49.8
Topeka, Kan.	140,486	105,418	35,068	33.3
Topeka	118,681	78,791	39,890	50.6
Outside central city	21,805	26,627	–4,822	–18.1
Trenton, N.J.	265,766	229,781	35,985	15.7
Trenton	114,015	128,009	–13,994	–10.9
Outside central city	151,751	101,772	49,979	49.1
Tucson, Ariz.	262,139	146,216	120,923	85.6
Tucson	210,016	45,454	164,562	362.0
Outside central city	52,123	45,762	–43,639	–45.6
Tulsa, Okla.	414,117	327,900	86,217	26.3
Tulsa	258,563	182,740	75,823	41.5
Outside central city	155,554	145,160	10,394	7.2
Utica-Rome, N.Y.	328,255	284,262	43,993	15.5
Utica	99,262	101,531	–2,269	2.2
Rome	51,131	41,682	9,449	22.7
Outside central cities	177,862	141,049	36,813	26.1
Waco, Tex.	148,336	130,194	18,142	13.9
Waco	96,776	84,706	12,070	14.2
Outside central city	51,560	45,488	6,072	13.3
Washington, D.C.-Md.-Va.	1,968,562	1,464,089	504,473	34.5
Washington	746,958	802,178	–55,220	–6.9
Outside central city	1,221,604	661,911	559,693	84.6
Waterbury, Conn.	180,538	154,656	25,882	16.7
Waterbury	106,803	104,477	2,326	2.2
Outside central city	73,735	50,179	23,556	46.9
Waterloo, Iowa	121,575	100,448	21,127	21.0
Waterloo	71,042	65,198	5,844	9.0
Outside central city	50,533	35,250	15,283	43.4
West Palm Beach, Fla	224,537	114,688	109,849	95.8
West Palm Beach	55,539	43,162	12,377	28.7
Outside central city	168,998	71,526	97,472	136.3
Wheeling, W.Va.-Ohio	188,166	196,305	–8,139	–4.1
Wheeling	52,885	58,891	–6,006	–10.2
Outside central city	135,281	137,414	–2,133	–1.6
Wichita, Kan.	342,019	222,290	119,729	53.9
Wichita	254,262	168,279	85,983	51.1
Outside central city	87,757	54,011	33,746	62.2
Wichita Falls, Tex.	124,783	98,493	26,290	26.7
Wichita Falls	103,204	68,042	35,162	51.7
Outside central city	21,579	30,451	–8,872	–29.1
Wilkes-Barre-Hazleton, Pa.	346,506	392,241	–45,735	–11.7
Wilkes-Barre	61,971	76,826	–14,855	–19.3
Hazleton	31,854	35,491	–3,637	–10.2
Outside central cities	252,681	279,924	–27,243	–9.7
Wilmington, Del.-N.J.	363,527	268,387	95,140	35.4
Wilmington	94,262	110,356	–16,094	–14.6
Outside central city	269,265	158,031	111,234	70.4
Winston-Salem, N.C.	188,229	146,135	42,094	28.8
Winston-Salem	110,446	87,811	22,635	25.8
Outside central city	77,783	58,324	19,459	33.4
Worcester, Mass.	322,748	303,037	19,711	6.5
Worcester	186,247	203,486	–17,239	–8.5
Outside central city	136,501	99,551	36,950	37.1
York, Pa.	236,723	202,737	33,986	16.8
York	53,927	59,953	–6,026	–10.1
Outside central city	182,796	142,784	40,012	28.0
Youngstown-Warren, Ohio	507,062	416,544	90,518	21.7
Youngstown	165,709	168,330	–2,621	–1.6
Warren	59,269	49,856	9,413	18.9
Outside central cities	282,084	198,358	83,726	42.2

Ayer presses reps for rate card action

Station representatives are going to hear from N.W. Ayer & Son, Philadelphia, next week. L.D. Farnath, media vice president wants to know what their stations plan to do about the ratecard muddle.

Ayer, at a New York luncheon last month asked representatives to mediate with station to eliminate rate confusion and abuses among different classes of advertiser defined variously as national, local, regional, retail and otherwise (BROADCASTING, June 6 et seq.). Reps interpreted Ayer's notice to mean that the agency, if necessary, would go individually to stations and negotiate contracts direct if it felt clients would not get fair treatment otherwise.

Now Mr. Farnath wants to see results. He has no illusions, however, about the single-rate system. This would end the confusion but isn't likely to be adopted by all stations anytime soon. What Mr. Farnath does seriously hope for: Agreement in the business on ratecard definitions, who is local or retail and who is national. Getting equal treatment for comparable advertisers would thus be considerably simplified. Business-wide definition of who qualifies for what rates is the realistic approach, he believes.

Mr. Farnath already has heard direct from some stations, but these are the ones that already have clearcut cards—stations that cause an agency no trouble on rate definitions.

Chicago firm blends production, copy units

Tatham Laird, Chicago based agency with estimated broadcast billings of over $20 million, has completed the blending of its radio-tv commercial production and copy units into a "fully integrated" creative department.

Jerry Birn, copy chief, will head up the combined department, with Tom Cadden serving as commercial production supervisor. Dan Ryan, commercial production manager and founder of the department is expected to announce his retirement shortly.

The realignment is designed to produce greater efficiency in the creative processes of developing coordinated

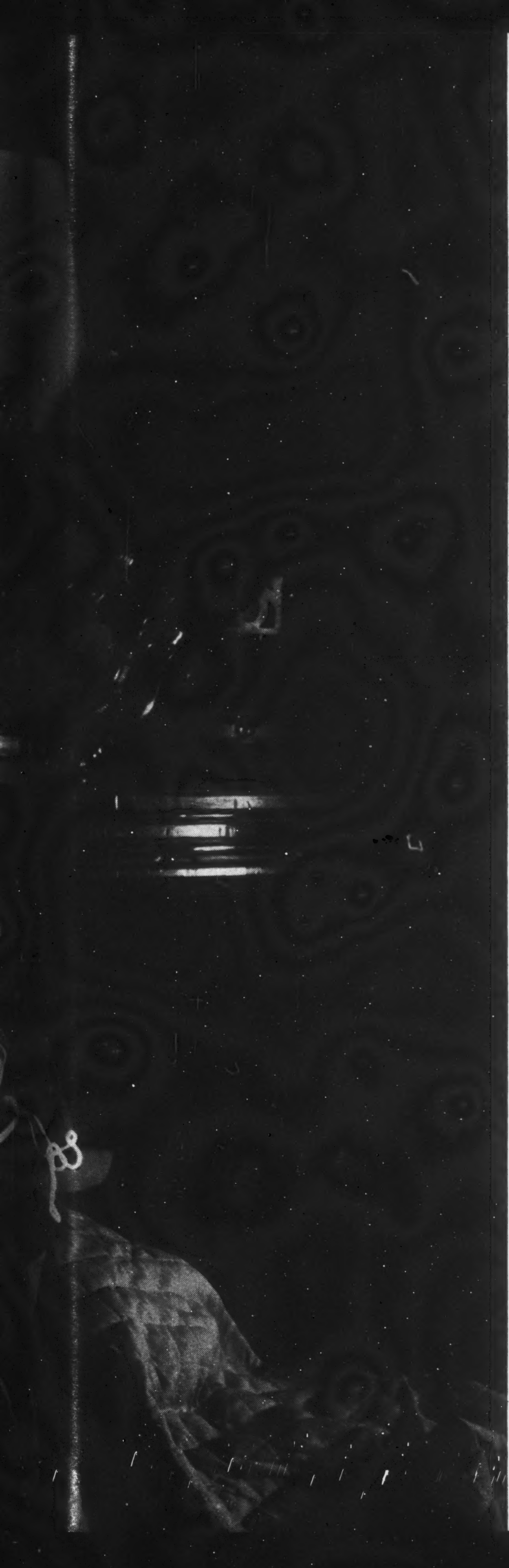
KTBS-TV
CHANNEL 3 SHREVEPORT, LOUISIANA

KTBS-TV
IS PLEASED TO ANNOUNCE
THAT THE

KATZ AGENCY, INC.
HAS BEEN APPOINTED . . .
NATIONAL ADVERTISING
REPRESENTATIVE
EFFECTIVE JUNE 5, 1960.

KTBS-TV SHREVEPORT, LOUISIANA
Channel 3 E. Newton Wray, Pres. & Gen. Mgr.

NBC



Portrait of a Pioneer

We told you before that we were born and raised here in Central Ohio. Today we want to introduce you to a lady whose roots in our home town turn us green with envy.

She was born on Abbott Avenue in 1885 and remembers so much about our city and its people. People like Eddie Rickenbacker who as a small boy was constantly fooling with machines. James Thurber was a quiet thoughtful lad from Parsons Avenue. She remembers how everybody had a pet theory about the blight that eventually took down every elm tree on Broad Street and Bryden Road. She's an authority on the 1913 flood as well as the one that forced our own crew to enter and leave our studios by boat in January, 1959.

But her days are filled with far more than memories. It is our happy lot to keep her company in the daytime and early evening, and the glow from the screen is quite often matched by the light in her eyes. She discovers with WBNS-TV that life is as fresh and exciting now as it ever was.

Though we are constant companions, once in a while she takes us to task. There was the time we announced a programming change which would leave her favorite afternoon continued story temporarily without a home. Literally thousands of phone calls and letters from this lady and her sisters got us and her program back on schedule.

With programming counsel such as this available to WBNS-TV, is it any wonder Central Ohio keeps tuning us in. The Madison Avenue grapevine has it like this: *"If you want to be seen in Central Ohio — WBNS-TV."*

WBNS-TV

CBS Television in Columbus, Ohio

Affiliated with The Columbus Dispatch and WBNS Radio. Represented by Blair TV. 316 kw

"CANNONBALL" delivers the ratings

1
Source:
ARB
March
1960

FIRST
IN ITS
TIME PERIOD

PHILADELPHIA
3 stations
29.5 Rating
76.0% Share

CINCINNATI
3 stations
19.2 Rating
50.4% Share

SYRACUSE
2 stations
38.1 Rating
73.8% Share

CHARLESTON, S.C.
2 stations
43.0 Rating
73.8% Share

TOPS
EVERY OTHER
SYNDICATED
SHOW IN THE
MARKET!

ITC
INDEPENDENT
TELEVISION
CORPORATION

488 Madison Avenue • N. Y. 22 • PL 5-2100

print and television campaigns, the agency explained. It also culminates a gradual evolvement of policy from several years ago when TL abandoned the division of its copy department into separate groups of writers for tv and print. It was felt the previous policy led to creative inefficiency, overlapping assignments and duplicate creative management. So writers were given both tv and print.

New Portland agency

Foland Adv. Inc., a new agency in Portland, Ore., has established offices in a suite at 310 S.W. Sixth Ave. Milton A. Foland, vice president, director and manager of Pacific National Adv. for 14 years, is president. Ruth S. Foland, formerly creative director and secretary-treasurer of Pacific National, is an incorporator of the new firm. During his tenure with Pacific National, Mr. Foland directed advertising for many large national and regional food, industrial and financial advertisers in the Northwest. He reports that some of the food clients were among the largest buyers of spot radio across the country out of the Portland market.

■ Also in advertising

Greenwich agency ■ Allston, Smith & Somple Inc., a new advertising agency, will open permanent offices July 5 at 36 Mason St., Greenwich, Conn. The firm has acquired the following accounts: Arnold Bakers Inc., Cox Kitchens Inc., and Ward-Griffith Co., newspaper reps. AS&S also is affiliated with Trans-Ocean Public Relations, which will handle publicity and public relations for the agency in this country and advertising as well as publicity in Europe in return for which AS&S will place advertising in U.S. and Canada for Trans-Ocean's European clients. AS&S executive personnel include: Eldredge K. Allston, president; William Philip Smith, vice president and director of radio-tv; Joseph Somple, vice president and director of art and production, and Mildren C. Allston, secretary-treasurer.

Standards set ■ WAVE-AM-TV Louisville, Ky., has distributed booklets of standards and requirements to advertising agencies in Louisville and other cities and has reported a favorable reaction. The booklets deal with radio-tv commercial material and all phases of the stations' standards are discussed. Nathan Lord, WAVE vice president, stated that the publications were issued to help both the agencies and the stations perform the best possible service to advertisers. He also said that WAVE plans to institute a charge for any agency responsibilities it has to perform in the future. The booklets include sample commercials, film and art specifications, deadline requirements, and a number of other standards for both radio and tv.

Council relocates ■ The new west coast headquarters of the Advertising Council Inc. will be at the First Federal Bldg., Suite 608, 1717 Highland Ave., Los Angeles 28. Its new telephone number will be Hollywood 2-0988.

WSAAA move ■ New headquarters for Western States Advertising Agencies Assn. is 3175 W. Sixth St., Suite 302, Los Angeles 5. Telephone number remains Dunkirk 8-3371.

New move ■ Swafford & Co. Advertising has moved into its own building at 10517 Santa Monica Blvd., L.A. Agency's new telephone number is Bradshaw 2-9421. Swafford, a 25-year-old agency, has been located in Beverly Hills for 10 years.

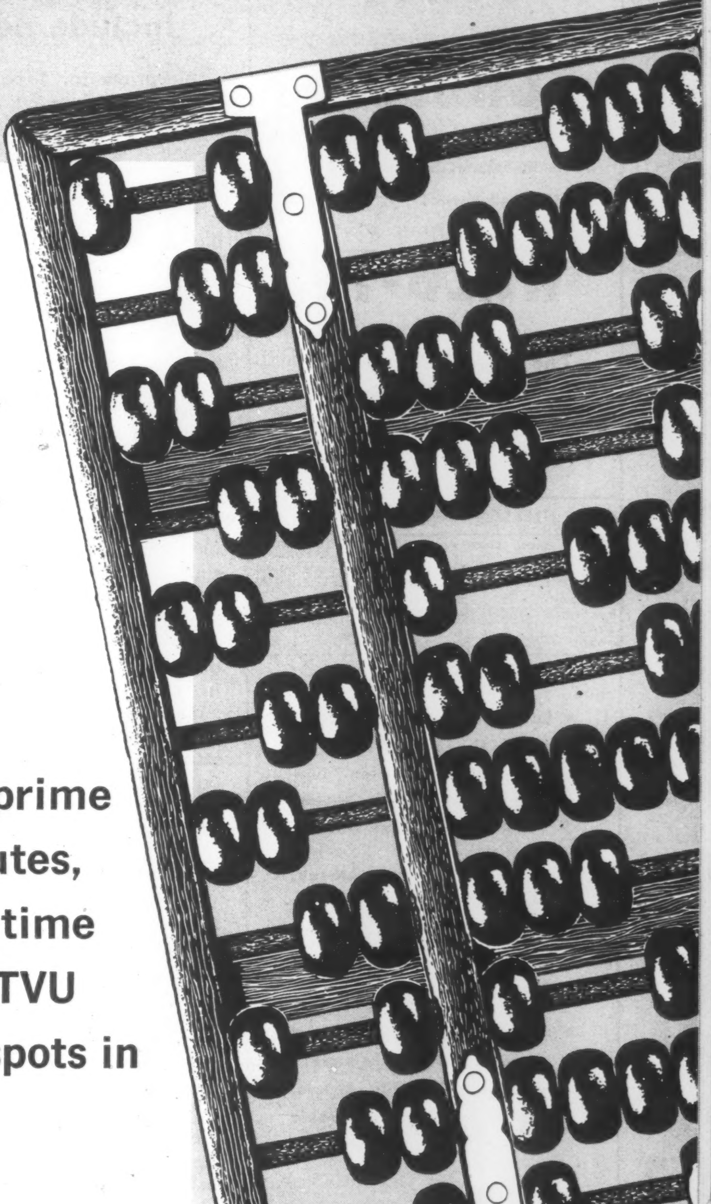
Ad kits ■ Advertising Federation of America, Bureau of Education and Research, has released its third kit of educational materials designed to clarify the social and economic roles of advertising in U.S. The kit contains an essay on social responsibilities of advertising, as well as a radio-tv script, a high school-college talk, and news releases prepared for college publications and local newspapers.

Moves ■ Space & Time Adv., L.A., has moved to new offices at 9060 Santa Monica Blvd. Telephone: Bradshaw 2-9101.

Cigarette survey ■ U.S. Tele-Service Corp., tv monitoring firm, is offering advertising agencies a complete quarterly photo survey of network cigarette commercials. The full report on the first survey, which started April 1, is priced at $600. It includes photoscripts of some 350 different commercials; a complete log of all network commercials including the program, specific time of each commercial, theme identification and analysis of each commercial; and complete collation, tabulation and analysis quantitatively. The company is located at 369 Lexington Ave., New York 17.

Barter, anyone? ■ Tv stations are offered 119 mystery episodes, titled *Uncovered,* on a barter basis by the Thompson-Koch Co., New York advertising agency. The series consists of 91 half-hour segments of *Saber of London* and 28 segments of *The Vise*. The series is owned by Sterling Drug Co. The transaction is subject to the usual agency commission by Thompson-Koch, one of Sterling's agencies.

IT ALL ADDS UP



Summertime
or any season . . .

KTVU continues to deliver lower cost-per-thousand campaigns to Advertisers in the San Francisco Bay Area.

Right now you can buy prime time availabilities (Minutes, twenties and ID's) in all time segments . . . and only KTVU offers PLAN RATES on spots in all time classifications.

ADD IT ALL UP . . .
AND YOU WILL BUY

KTVU CHANNEL 2

San Francisco • Oakland

AN NAB CODE STATION • represented by H-R Television, Inc.

FIRST CHOICE

In the Albany-Thomasville, Ga.
And Tallahassee, Fla. Area Is

WALB-TV

The Only Primary NBC Outlet Between Atlanta And The Gulf

NIELSEN—MARCH, 1960

	MON. THRU FRI.				SUN. THRU SATURDAY	
STATION	6 AM 9 AM	9 AM NOON	NOON 3 PM	3 PM 6 PM	6 PM 9 PM	9 PM MID.
WALB-TV	% 67	% 63	% 50	% 62	% 52	% 54
STATION X	32	36	49	37	47	45
OTHERS	#	#	#	#	#	#
TOTAL	100	100	100	100	100	100

- Latest Nielsen figures covering the Albany-Thomasville-Tallahassee area show more people watch WALB-TV than any other station!
- In addition to Albany, Thomasville, and Tallahassee, Grade "B" coverage also includes Valdosta and Moultrie.
- Make WALB-TV *your* first choice in this rich market with over 750,000 people, over $739 million spendable income.

WALB-TV

ALBANY, GA.
CHANNEL 10

NBC

Represented nationally by
Venard Rintoul & McConnell, Inc.
In the South by James S. Ayers Co.

ABC RADIO UNVEILS PLANS

Include new show 'Flair' for housewives

Blueprints for "The New ABC Radio" were submitted to key affiliates last Friday by Robert R. Pauley, vice president in charge of the network, and his associates at a meeting in New York.

Key proposals, in line with ABC Radio's new policy of aiming primarily at the young-adult and particularly the young-housewife audience (BROADCASTING, June 6), included the following:

■ A new 55-minute across-the-board program mixing popular-music recordings with short features. It would be called *Flair* and start Oct. 3 in the 1-1:55 p.m. spot Monday through Friday. The program would be designed "for women with a flair for living and a flair for fun" and its features, not more than 90 seconds in length, would be scheduled every five minutes and deal with such diverse subjects as makeup, baby care, Hollywood interviews, recipes, comedy, overseas pickups and the like.

■ Five-minute newscasts at 55 minutes past the hour would be extended to an every-hour basis starting at 7:55 a.m. and continuing through the 11:55 p.m. report. News coverage would be intensified and greater emphasis placed on "name newscasters."

■ Sports coverage would be expanded through both increased emphasis on sports personalities and additions to the list of sports events covered.

■ The network expects not only to renew *Breakfast Club* when its contract expires this year but also to use it as a showcase for new talent.

■ Two spots in *Flair* would be made available for local sales at no cost to the stations, and two in *Breakfast Club,* which now are pre-emptible, would be made "permanent."

The proposals were outlined at a meeting of the network's Select Affiliates Committee. Mr. Pauley and other network officials emphasized that the plans were designed for maximum benefit for affiliates as well as the network, its advertisers and its audiences. For instance, he said, short schedules and short cancellation notices will be eliminated and new programs henceforth must have "a clear reason for being."

Officials said they had not yet offered *Flair* for sale but that they had found keen interest among agency executives with whom they had discussed the program concept. It will be offered for sale in units based on its featurettes, and combination purchases composed of segments of both *Flair* and *Breakfast Club* will be available.

Leonard Goldenson, president of ABC's parent AB-PT; Simon B. Siegel, AB-PT financial vice president, and Mr. Pauley headed the ABC delegation at the meeting. Other ABC Radio officials included Jack Mann, director of sales development and program coordination; Earl Mullin, manager of radio station relations; William Rafael, national program director; William MacCallum, assistant to the national program director, and James Duffy, national sales director.

Affiliates were Jim Butler, WISN Milwaukee; Roger Clipp, WFIL Philadelphia; Jack Collins, WGST Atlanta; Don Davis, KMBC Kansas City; Si Goldman, WJTN Jamestown, N.Y.; Bill Grove, KFBC Cheyenne, Wyo.; Marion Harris, KGB San Diego; Phil Hoffman, WTCN Minneapolis; Fred Houwink, WMAL Washington; Alex Keese, WFAA Dallas; T. B. Lanford, KRMD Shreveport; Roy Morgan, WILK Wilkes-Barre; Larry Reilly, WIXL Springfield, Mass., and Bill Warren, KOMO Seattle.

EXTRA SPOTS

ABC-TV affiliates get them under new plan

ABC-TV affiliates will have an extra 10 seconds to sell locally each night, beginning this fall. They'll get it from one network advertiser per night.

The affiliates also will be allowed to sell locally all parts of ABC-TV's political convention coverage that the network has not sold by July 1. It currently has sold approximately one-twelfth, to 20th Century-Fox.

Network officials outlined these plans to the ABC-TV Affiliates Assn. board of governors at a meeting in New York Wednesday (June 22).

The extra-time plan calls for the next-to-last program in the ABC-TV schedule each evening to be shortened by 10 seconds, so that affiliates will have a 40-second station break before the start of the last network program.

Extra Spot ■ Thus the affiliates can sell two 20-second spots or one 30-second and one 10-second announcement in this break. Network officials hope the move will improve station clearances.

The network programs to be shortened are the following, respectively scheduled Sunday through Saturday:

the station that carried the primaries

Selling challenges are where you find them. We found one recently when a station we represent scheduled a late evening coverage of primary election returns in its state.

Knowing the appeal was largely local – and figuring the interest of national advertisers would be hard to arouse – the station waited until there were only three days to go before it offered this programming for national spot sponsorship. Which, you'll agree, isn't much time.

Turned out, though, HR&P salesmen didn't need three days. By conveying the intensity of local interest to appropriate accounts – and applying imagination combined with fast footwork – they had the job done less than 48 hours later.

Result: Eight national advertisers took over complete sponsorship of the program. The station, needless to add, was delighted to carry such a plurality of business along with the primaries!

WE ADMIT things like this don't happen every day, but neither are they unusual in our shop. That's one reason why we put such a premium on creative flair and resourcefulness in selecting and developing our sales staff. Another is because – representing *one* medium only – we need put no artificial limitations on the creation of new business for spot TV. We can, uniquely, afford to be creative *BOTH* ways.

Bob Gilbertson,
Chicago office

HARRINGTON, RIGHTER & PARSONS, Inc.

NEW YORK · CHICAGO · DETROIT · ATLANTA · BOSTON · SAN FRANCISCO · LOS ANGELES

WTHI-TV
the
Number One
single station
market
in
America!

WTHI-TV is a single station market of 217,400 TV homes.

An advertising dollar on WTHI-TV delivers more TV homes than many dollars in a multiple station market.

CBS TELEVISION

WTHI-TV
CHANNEL 10
TERRE HAUTE, INDIANA

Represented by THE BOLLING CO.

Islanders, Adventures in Paradise, Stagecoach West, Hawaiian Eye, Untouchables, Detectives and *Saturday Night Fights.*

The affiliates' board meanwhile elected Howard W. Maschmeier, general manager of WNHC-TV New Haven, to the board championship. He succeeds Brent Kirk, KUTV (TV) Salt Lake City. Donald D. Davis, KMBC-TV Kansas City, was named vice chairman; John F. Dille Jr., WSJV (TV) Elkhart, Ind., secretary, and John T. Gelder Jr., WCHS-TV Charleston, W.Va., treasurer. The board also elected W. E. Walbridge, KTRK-TV Houston, as a new member.

Oliver Treyz, ABC-TV president, headed the network delegation at the meeting.

In Chicago promotion managers of some 25 midwest ABC-TV affiliated stations also heard the network's 1960-61 programming, exploitation, advertising and sales promotion plans, with emphasis on new shows for the coming season.

They were urged to throw their support behind such ambitious new series as *Hong Kong, Guestward Ho, Stagecoach West, Expedition* and the Winston Churchill memoirs (two new public service properties), *Harrigan & Son,* the Gillette fights, NCAA football and other programs among some 15 new properties.

NT&T reports loss

National Theatres & Television reported a consolidated net loss of $835,981, or 30 cents per share, for the 26 weeks ended March 29, 1960. This compared with a net income of $903,838, or 34 cents per share, for the first 26 weeks of the preceding fiscal year. The report did not include an anticipated net profit of about $3 million from the sale of WDAF-AM-TV Kansas City to Transcontinent Television Corp. for $9,750,000, now awaiting FCC approval. B. Gerald Cantor, NT&T president, attributed a loss of $2,669,000 to National Telefilm Assoc.. For the half-year, NTA had an income of $7,238,000 from film rentals, but operating expenses plus a provision of $5,527,000 for amortizing its tv program inventory produced the net loss.

RAB sets record

Radio Advertising Bureau announced last week that more radio stations joined the bureau in the first quarter of 1960 than during any previous first quarter in the organization's history. Warren J. Boorom, RAB vice president and director of member service, said a total of 102 radio stations signed as members during the period. He placed RAB's current membership at "in excess of 1,200 stations."

NEW FM REP FIRM Keystone subsidiary to handle NAFMB

Formation of Fm Broadcasting System Inc. as a wholly-owned subsidiary of Keystone Broadcasting System and the negotiation of a contract with the National Assn. of Fm Broadcasters have been announced by Sidney J. Wolf, KBS president, and NAFMB.

FMBS will headquarter in Chicago and serve in a representative capacity for nearly 50 stations, with Mr. Wolf as president. Other officers: Edwin R. Peterson Jr., general manager of KBS' Detroit office, vice president; John Hartigan, Keystone Chicago account executive, secretary, and Paul Kolar, KBS controller, treasurer. Virtually all major markets are covered in the pact.

NAFMB's contract calls for the sale of contributed spots on member stations, with resultant funds to be utilized for national research and promotion of fm. FMBS will sell live and transcribed announcements and programs, with stations donating three spots per day for a year toward the NAFMB war chest. The plan was conceived last year at an association meeting in Chicago, with stations asked to donate money from the spots on a voluntary basis. NAFMB reported 47 stations have signed "contribution pledges" thus far. Preliminary details, including KBS' participation, were revealed in the May 16 issue of BROADCASTING.

Time will be sold on a single billing basis and contracts call for a "must buy" on all contributing stations, NAFMB explained. New NAFMB members who agree to the time assessment will be added to the package as they sign up, implementing the organization's research and promotional fund.

Keystone will act in a normal representative capacity beyond the spot plan for those stations not otherwise employing station representatives. Those with present agreements will be sold by FMBS only for the three-spot plan.

FMBS will operate at 111 W. Washington St., KBS headquarters, and maintain other offices in New York, Los Angeles and San Francisco. List of the markets in which NAFMB-member stations have signed pledges:

New York; Chicago; San Francisco; Los Angeles; San Diego; Boston; Philadelphia; Detroit; Tampa; Louisville; Kansas City; Minneapolis; Omaha; Buffalo; Tulsa; Houston; Nashville; Memphis; Seattle; Albuquerque; Hartford, Conn.; Wilmington, Del.; Fort Lauderdale, Fla.; Hammond, Ind.; Portland, Me.; Baton Rouge, La.; Toledo; Providence, R.I.; Austin, Tex.;

Madison, Wis.; Santa Barbara; El Cajon, Calif.; Meriden and Brookfield, both Connecticut; Decatur, Ill.; East Lansing, Mich.; Roswell, N.M.; Greensboro, N.C.; Diboll, Tex., and Staunton, Va.

The NAFMB and FMBS announcements follow that of the formation of Adam Young Fm Sales. Some FMBS stations are also on the Young list.

Changing hands

ANNOUNCED ■ *The following sales of station interests were announced last week, subject to FCC approval:*

■ WQXI Atlanta, Ga.: Sold by Robert W. Rounsaville to Esquire Inc. (*Esquire, Coronet* and *Gentlemen's Quarterly* magazines) for $1.85 million (see story and picture, page 62).

■ WARL-AM-FM Arlington, Va. (Washington, D.C., area). Sold by Cy Blumenthal to Arthur W. Arundel for $475,000 plus $75,000 to Mr. Blumenthal for five year consulting contract. Mr. Arundel, a native of Warrenton, Va., worked for CBS News and UPI in Washington and until several weeks ago was special assistant in office of Secretary of Commerce. He is on campaign staff of Vice President Nixon. He also is applicant for am radio station in Charlestown, W.Va., and is minority stockholder in applicant for standard radio in Hagerstown, Md. WARL is 1 kw daytimer on 780 kc. WARL-FM is on 105.1 mc with 2 kw power.

■ WPEO Peoria, Ill.: Sold by William Dolph and Herbert Pettey to J. W. O'Conner and Frank Babcock for $350,000. Messrs. O'Conner and Babcock are associated in ownership of WBOW Terre Haute, Ind. WPEO is 1 kw day on 1020 kc. Broker: Blackburn & Co.

■ KAGO Klamath Falls, Ore.: Sold by Reilly Gibson and associates to a group of California broadcasters for $202,000. Buying group includes A. J. Krisik, Ted Wolf, Judd Sturtevant, and John Ferm. Mr. Krisik has interests in KNGS Hanford, KFIV Modesto and KFAX San Francisco; Mr. Wolf in KFIV and KFAX; Mr. Sturtevant formerly was part owner of KACY Port Hueneme, Calif., and Mr. Ferm is sales manager of KSTN Stockton, all California. Mr. Ferm will take over as general manager upon FCC approval. KAGO is on 1150 kc and operates with 5 kw daytime and 1 kw at night. Broker was Edwin Tornberg & Co.

■ WZIP Cincinnati, Ohio: Sold by Edward D. Skotch and associates to Carl H., Richard E. and Robert D. Lindner

CALIFORNIA **$485,000**

Number one rated fulltimer in one of best markets. Good volume and profitable. Half cash required.

MID-ATLANTIC **$330,000**

Fulltimer in a top fifty market with real potential. Needs aggressive ownership. Can be had for only $75,000 down and balance over nine years.

GEORGIA **$125,000**

Profitable fulltimer in good market with diversified industry. 29% down and balance on good terms.

NEGOTIATIONS—FINANCING—APPRAISALS

Blackburn & Company Inc.

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.: James W. Blackburn—Jack V. Harvey—Joseph M. Sitrick—Washington Building, Washington, D.C.—ST 3-4341.

MIDWEST: H. W. Cassill—William B. Ryan—333 North Michigan Avenue—Chicago, Illinois—FInancial 6-6460.

SOUTHERN: Clifford B. Marshall—Stanley Whitaker—Robert M. Baird—Healey Building, Atlanta, Georgia—JAckson 5-1576.

WEST COAST: Colin M. Selph—California Bank Building—9441 Wilshire Boulevard—Beverly Hills, California—CRestview 4-2770.

In Roanoke in '60 the Selling Signal is SEVEN . . .

Roanoke is an ideal test market. Isolated from competing markets. Diversified industry. Self-contained economy. Large population. Many distribution outlets.

Put Roanoke on your schedule, and don't fumble the ball when buying television. Specify WDBJ-TV . . . serving over 400,000 TV homes of Virginia, N. Carolina and W. Va. in counties having a population of nearly 2,000,000.

Sell like sixty on seven. We'll help you to cross those sales goal lines.

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV

Roanoke, Virginia

7
CBS TELEVISION
CHANNEL 7

First acquisition ■ Esquire Inc., publisher of *Esquire, Coronet* and *Gentlemen's Quarterly* magazines, has bought WQXI Atlanta, Ga., for $1.85 million, it was announced last week.

The Atlanta station was bought from group owner Robert W. Rounsaville. It is the first move in the announced policy of Esquire's Radio & Television Division to acquire a full complement of radio and tv stations. The magazine's radio-tv unit was established last February.

In addition to its magazines, Esquire also owns Coronet Instructional Films and real estate in Chicago and Boulder, Colo. It recently acquired Scott Publications Inc. (stamp catalogues and albums).

Mr. Rounsaville continues to own WLOU Louisville, Ky.; WCIN Cincinnati, Ohio; WMBM Miami Beach and WTMP Tampa, both Florida; WVOL Nashville, Tenn. and WYLD New Orleans, La.

The payment comprised $400,000 in cash and the balance to be paid over seven years.

WQXI operates on 790 kc with 5 kw day and 1 kw night. It was founded in 1948 by Mr. Rounsaville. Broker was Blackburn & Co.

Signing the purchase agreement, above, is A.L. Blinder, Esquire executive vice president. Others are (l to r) Mr. Rounsaville; John Smart, Esquire president, and Barry Sherman, managing director of Esquire's Radio-Tv Division.

for $183,000 plus consulting agreement and assumption of liabilities. The Messrs. Lindner own a number of retail food and dairy outlets in the greater Cincinnati area. WZIP is 1 kw day on 1050 kc. Broker was R. C. Crisler & Co.

■ WILA Danville, Va.: Sold by Roger A. Neuhoff and associates to Ralph Baron of Baltimore, Md., for $85,000. Mr. Baron is syndicated film salesman and formerly was associated with WAMS Wilmington, Del. Mr. Neuhoff owns WCHV Charlottesville and WHAP Hopewell, both Virginia. WILA is 1 kw day on 1580 kc. Transaction was handled by Blackburn & Co.

■ WNSM Valparaiso-Niceville, Fla.: Sold by Edward C. Allmon to Bay County Broadcasting Co. Inc. for $55,725. Bay County is licensee of WPCF Panama City and is principally owned by Elbert L. DuKate. WNSM operates on 1340 kc with 250 w. Broker was Paul H. Chapman & Co.

■ WSEL (FM) Chicago: Sold by Maurice and H. Kamm to WJJD Chicago for estimated $50,000. Station, one time in receivership, operates with 40 kw on 104.3 mc. WJJD is owned by multiple broadcaster Plough Broadcasting Co.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 96).*

■ KOOO Omaha, Neb.: Sold by KOOO Corp. (James Fenlon, president) to group headed by Mack Sanders for $275,000. Buyers also have interests in KSIR Wichita, Kan., WJAT Swainsboro and WBRO Waynesboro, both Georgia.

■ WAXX Chippewa Falls, Wis.: Sold by Steve Bellinger, Keith Coleman, Joseph Townsend and Morris Kemper to Jack Holden and son, Don Holden, for $106,000. Jack Holden was for 25 years an announcer on WLS Chicago. Don Holden worked as announcer in Rockford-Rock Island, Ill., area stations and presently is in advertising department of Sloan Valve Co. Sellers continue to own WRAM Monmouth, WIZZ Streator and WVMC Mt. Carmel, all Illinois.

CBS Foundation gives $36,000 to 8 colleges

CBS Foundation Inc. announced last week that eight colleges and universities are included in the 1960 list of grants to privately-supported educational institutions in recognition of the services of their graduates to CBS. Each institution will receive an unrestricted grant of $3,000 each. The total amount, based on 12 graduates of these schools, is $36,000.

The schools and the CBS executives in whose names the grants are made are: the College of Charleston (South Carolina)—Edmund C. Bunker, vice president, CBS Inc.; Thomas L. Means, director of advertising and sales promotion, CBS-TV Stations Div.; Cornell U.—Charles Collingwood, CBS News; Duke U.—Alfred J. Hardin, sales manager, public affairs programs, CBS-TV; Knox College—Theodore W. O'Connell Jr., midwestern sales manager, CBS-TV Stations Division.

New York U.—Salvatore Ianucci, director of business affairs, CBS-TV; Larry LeSueur, CBS News; Charles Steinberg, vice president, public information, CBS-TV; Geraldine Zorbaugh, vice president and general attorney, CBS Radio; U. of Pennsylvania—Michael Burke, managing director, CBS Europe; Tulane U.—Howard K. Smith, CBS News; Bryn Mawr College—Millicent C. McIntosh, board member of CBS Inc.

WJPB-TV signs on

WJPB-TV Weston-Fairmont-Clarksburg, W. Va., signed on the air Thursday (June 23). Stations engineers have estimated that the ch. 5 outlet will serve 800,000 viewers in five states and 55 counties. Studios and transmitter are located atop Mt. Fisher near Jane Lew, W. Va., 2,500 feet above sea level. According to President J. Patrick Beacom, the station will allot 20% of its broadcast time free of charge to educational institutions for special programming. The U. of West Virginia, one of the participating schools, starts its schedule this week. Mr. Beacom stated his hope that WJPB-TV will help correct some inaccurate impressions of West Virginia as "a dead state." He said out-of-state viewers should get a more realistic and favorable image of the state from the ABC-TV affiliate.

KVOL

CELEBRATING 25 YEARS OF PUBLIC SERVICE

25 years of entertaining and informing the listener with top quality programming of this pioneer radio voice of southwest Louisiana. 25 years of pleasing the advertiser with outstanding results.

KVOL – THE HAPPY VOICE

Rated number one by Hooper. Get top value. Join with KVOL top programs, personalities and news.

Owned and operated by the Evangeline Broadcasting Company, Inc.

George H. Thomas General Manager	Evan H. Hughes Station Manager	Thomas G. Pears Commercial Director

KVOL P.O. Box 3030 Lafayette, Louisiana Phone CE 4-5151

REPRESENTED BY THE MEEKER COMPANY—New York—Chicago—Los Angeles—Philadelphia—San Francisco.

NBC RADIO

GILL HEADS NEW RADIO CODE BOARD FOR NAB

Cliff Gill, KEZY Anaheim, Calif., was named chairman of the new NAB Radio Code Board, a policy group that will direct operation of the new self-regulation unit set up by the association effective July 1.

The nine-man board will parallel NAB's Tv Code Review Board, which has directed enforcement of that self-regulatory project since its creation in 1952. A set of enforcement and disciplinary rules, approved June 16 by the NAB Radio Board of Directors, closely follows the television code procedure.

Mr. Gill had been chairman of NAB's Standards of Good Practice Committee prior to the change that added enforcement teeth to the project. He participated in planning for the new code structure.

John F. Meagher, NAB radio vice president, will direct administration of the radio code, under policy guidance of the nine-man board.

A set of dues calls for payment of 10 times the highest one-minute spot rate per year up to a maximum of $360 a year. NAB member stations will get a 40% discount.

The code structure will be open to non-member stations for the first time, again following the pattern of the tv code and conforming to frequent suggestions in official Washington. A monitoring system to check on station performance in a manner similar to tv code checks will be set up at a later date.

Serving on the radio code board with Mr. Gill are Richard O. Dunning, KHQ Spokane, Wash.; Elmo Ellis, WSB Atlanta; James L. Howe, WIRA Ft. Pierce, Fla.; Robert B. Jones Jr., WFBR Baltimore; Herbert L. Krueger, WTAG Worcester, Mass.; Robert L. Pratt, KGGF Coffeyville, Kan.; George J. Volger, KWPC Muscatine, Iowa, and Cecil Wodland, WEJL Scranton, Pa.

The code group will hold its first meeting in Washington during July. Staff, monitoring and station subscription problems will be considered.

CLIFF GILL

Radio code policy chief

'Heed programming' Floridians told

Two radio executives—one a program designer for a network, the other a salesman for the whole medium—had words for the Florida Assn. of Broadcasters June 17. Howard Barnes, CBS Radio vice president in charge of network programs, told them to heed what they put on the air. Kevin Sweeney, president of the Radio Advertising Bureau, told them to heed their audience count, their image and their profit and loss statements.

Mr. Barnes recounted in general what had happened to broadcasting because of the various scandals, and then concluded "when you scrape away the many complex functions of the industry, one final thing remains that is our reason for being . . . our programs." He said programs are the "final truth" by which broadcasters are measured, and that "Our ingenuity and ability to be different, one from the other, makes us great as a group."

Mr. Barnes urged creativity, and said it could be accomplished regardless of station size. "If your creative people aren't creative enough," he said, "get those who are." He said the woods are full of young people eager for a chance, and many are being denied it because they don't have a track record. He termed the line "come back when you have more experience" the most suicidal cliche in the business.

Mr. Sweeney said that radio holds the average adult for two hours a day. It should be four or six hours, he said, adding that it wasn't because of "too much sameness" in program fare. He also said that radio had "no stature consonant with our true importance"—and deserved not to have any because it didn't sell itself to the people who count in Washington and elsewhere.

As to radio's selling problem, Mr. Sweeney said it could be solved if every broadcaster made an effort to sell the top 20 businessmen in his town, not because "I'm cheaper" or "I'm better than Station X" but on the basis of radio's real media advantages.

[For election of new FAB offices, see FATES & FORTUNES, page 92].

Newhouse buys papers

Multiple station owner Samuel I. Newhouse adding still further to his extensive holdings in mass media, purchased 85% of the Republican Publishing Co. of Springfield, Mass., last week for a reported $4 million. The company publishes a morning and evening newspaper, the *Union* and the *Republican*. Earlier this month, Mr. Newhouse purchased minority interest in the *Denver Post*. Mr. Newhouse, whose net worth is reported to be more than $150 million, also controls newspapers in Portland, Ore., St. Louis, Newark, Syracuse, Harrisburg and owns Conde Nast Publications Inc., a magazine house.

Newhouse-owned stations are WSYR-AM-FM-TV Syracuse; WAPI-AM-FM-TV Birmingham, Ala.; WPTA (TV) Harrisburg, Pa.; 50% of KOIN-AM-FM-TV Portland, Ore.; 22.71% of KTVI (TV) St. Louis.

CBA hears Comr. Lee warn of 'tout' frauds

The Catholic Broadcasters Assn., meeting in Pittsburgh last week, heard FCC Commissioner Robert E. Lee talk about "FCC touts" and the influence they don't have.

Commissioner Lee said that these individuals go to applicants involved in a dispute before the commission telling them that they wield influence with the FCC. They collect fees, he said, for doing nothing to help either party in the dispute. In addition, he remarked, the practice reflects on the FCC.

The CBA convention also heard Bishop John King Mussio of Steubenville, Ohio, who said that the scandals in the broadcasting industry are a reflection of moral weakness in American society. "If we don't like what we see and hear on tv and radio," he said, "the solution lies with us." Bishop Mussio declared that before attempting to give new goals to radio and tv, U.S. society must first decide what its own goals are.

The convention awarded its top honors for Catholic programming to KTVI (TV) and KMOX, both St. Louis, and WQED (TV) Pittsburgh (in educational category).

Devney, O'Connell rep firms merge

Devney Inc. and Richard O'Connell Inc., both station representation firms, will merge July 1 into Devney-O'Connell Inc. Announced aim of the new company is to represent radio and tv stations outside the top 30 markets, plus several regional networks. Regionals already in their shops are the Lobster, Sombrero, Northeast Radio and Caranet (Carolina Radio) networks.

Edward J. Devney will be president of the merged firm, and Richard O'Connell will be executive vice president. They've operated their own companies for 11 and 8 years, respectively. Devney-O'Connell will headquarter at 535 Fifth Ave. in New York, with other offices in Chicago, Hollywood and San Francisco.

Additional ABC plans for GOP convention

ABC Chicago has announced additional coverage plans—involving new facilities—for the Republican National Convention to be held there July 25 (BROADCASTING, June 20).

Completion date for the new 8,300 sq. foot International Amphitheatre structure that will house the 16-room tv station setup has been optimistically set at July 18. The dismantling process, however, can be accomplished in only 48 hours, the network claims.

Features of the new facilities include: two studios, one an actual telecast center, the other to be utilized for live commercials; an ionized VIP room, a maintenance section, dressing quarters, a master control center for all ABC coverage; and a communications center.

In addition, ABC Chicago will provide 10 video tape recording machines, and special crash units at the Conrad Hilton hotel for remote coverage.

Cost to the networks for the eight-week convention project in Los Angeles and Chicago has not been announced, but elsewhere in Chicago, CBS officials have estimated nearly $1 million as the tab that network will pay for coverage of both conventions. Cited as the major financial element is the New York-to-Los Angeles-to Chicago transportation of equipment and personnel.

Under the terms of its contract with Westinghouse, CBS is guaranteeing a minimum of 30 hours coverage of each parley—but figures to average around 50 in actuality.

NBC on annual economy binge

An NBC economy program described unofficially as "an annual belt-tightening that goes a little farther than usual this year" was reported last week to have been essentially completed. "So far as we know," one spokesman said, "everybody who is due to be let go has already been notified."

Officials scoffed at reports that the cutbacks were designed to effect a savings of as much as 20%. They said they could not estimate the figure but that "it's nowhere near that high."

The move was described as similar to those usually made at about this time of year, when the summer schedule lightens the demands for manpower. It was also tied into a general "cost reduction program" initiated by the parent RCA. This program, authorities said, was prompted largely by RCA's major move into the data-processing equipment field, which requires heavy investments but whose returns, although highly promising for the long run, are not expected to become really substantial until 1963.

Self-regulation: the long-term solution

Self-regulation by broadcasters provides a long-range way of combating growing government intrusion into station operations, the Maryland-District of Columbia Broadcasters Assn. was told June 24 at its spring meeting.

In a review of "post-payola broadcasting problems," Thomas W. Wilson, partner in the law firm of Dow, Lohnes & Albertson, urged broadcasters to become interested in pending legislation and resist it vigorously "where it is faulty or unwise." The association met at Ocean City, Md.

Mr. Wilson said that stations can't avoid political broadcast problems by refusing to provide time to candidates. He added that identification of political sponsors, even in the case of large announcement campaigns, must disclose specific identity of the sponsors.

Citing examples of FCC "fly-specking" in review of renewal applications, he suggested stations notify the commission in writing when programming representations are no longer being carried out. He said they should make at least an annual check of performance to match programming with promises. "The time to avoid renewal problems is during the license period when your station's record of performance is compiled," he said, adding that the staggered sample week in renewal forms reflects only .6 percent of total programming. Thus, he said, it is important to attach a detailed narrative statement to renewal applications.

As to Sec. 317 and the credits given free phonograph records, Mr. Wilson recommended stations separate free records received prior to March 16, 1960 to permit identification. He was critical of a narrow interpretation of the section.

Gold Seal's charity questionnaire

Charitable organizations desiring to use facilities of the Gold Seal Stations (KSTP Inc.) for solicitation of funds will be required to fill out comprehensive questionnaires attesting to their eligibility for free public service time.

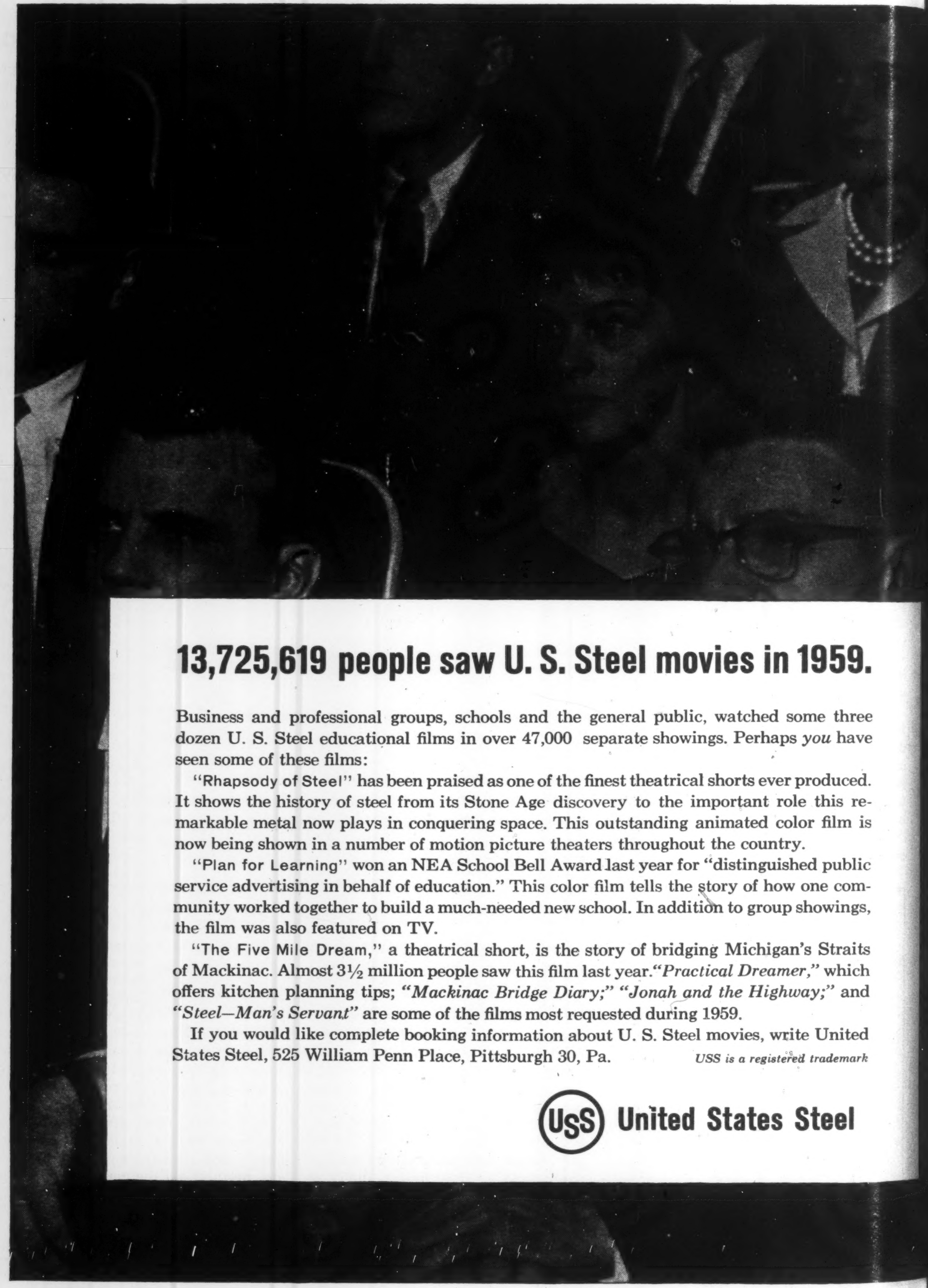
This move was announced by Stanley E. Hubbard, president of KSTP Inc. (KSTP-AM-TV St. Paul-Minneapolis, KOB-AM-TV Albuquerque, N.M., and WGTO Cypress Gardens, Fla.)

KSTP Inc. management expressed concern over "charity rackets" using radio-tv for fund solicitation and revealed it has been probing "one national charitable organization in particular, the operation of which, when all the facts are disclosed, will create a national scandal."

Typical of questions posed to fund solicitors by Gold Seal: "Are you affiliated with any other non-profit, or profit organization?" "Has your organization received a tax exemption from the Internal Revenue Service?" "Are your books and financial records audited each year by a firm of independent certified public accountants?" "How much did you pay out last year to each of the three highest paid individuals on your staff?"

Radio-tv media are especially vulnerable, it was pointed out, because of their "effectiveness" and the desire of broadcasters to meet public service obligations. Hereafter, KSTP Inc. will make more than a "cursory examination" of each organization before granting use of its facilities for publicity, promotion or solicitation of funds.

KSTP Inc. feels the action will not only protect audiences of its group properties from "charity rackets" but also aid the cause of "many legitimate and worthwhile charity organizations who suffer because of the other type."



13,725,619 people saw U. S. Steel movies in 1959.

Business and professional groups, schools and the general public, watched some three dozen U. S. Steel educational films in over 47,000 separate showings. Perhaps *you* have seen some of these films:

"Rhapsody of Steel" has been praised as one of the finest theatrical shorts ever produced. It shows the history of steel from its Stone Age discovery to the important role this remarkable metal now plays in conquering space. This outstanding animated color film is now being shown in a number of motion picture theaters throughout the country.

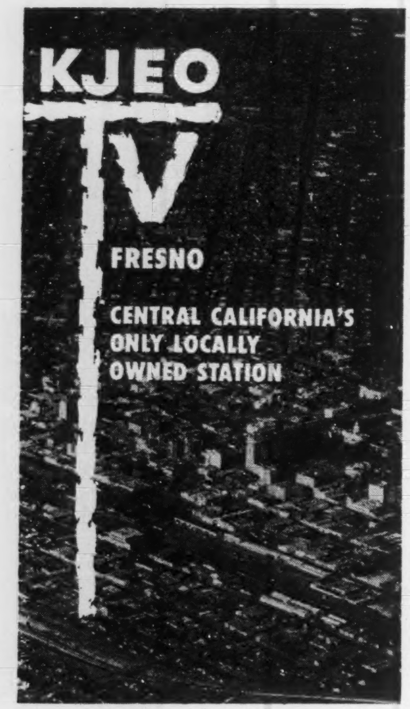
"Plan for Learning" won an NEA School Bell Award last year for "distinguished public service advertising in behalf of education." This color film tells the story of how one community worked together to build a much-needed new school. In addition to group showings, the film was also featured on TV.

"The Five Mile Dream," a theatrical short, is the story of bridging Michigan's Straits of Mackinac. Almost 3½ million people saw this film last year. *"Practical Dreamer,"* which offers kitchen planning tips; *"Mackinac Bridge Diary;" "Jonah and the Highway;"* and *"Steel—Man's Servant"* are some of the films most requested during 1959.

If you would like complete booking information about U. S. Steel movies, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

USS is a registered trademark

USS **United States Steel**



ONLY the *only home owned primary network affiliate* can be so at HOME in the *heart* of Central California . . . to program best to get you results *where* they count.*

*Networkwise, of 3 TV stations here, KJEO delivers to this billion dollar market *5 of the top 10 network shows.* Add to this *locally 6 of the top 10 syndicated programs* and you know why this market *looks first to KJEO.*
(Source: Current Nielsen)

Check for yourself, KJEO-TV rates are still right with the lowest. See your H-R Representative now for your prime time buys.

channel 47
KJEO
abc for
Fresno, California

J. E. O'Neill — President
Joe Drilling — Vice President and General Manager
W.O. Edholm — Commercial Manager
See your H-R representative H-R

ALL-UHF BAKERSFIELD LOOMS

KERO-TV faced with loss of vhf ch. 10

The FCC last week asked for comments on its proposed rulemaking which would make Bakersfield, Calif., all uhf. The proposal is a companion piece to comments invited last March which looked toward the deintermixture of the adjoining Fresno tv market in the San Joaquin Valley.

The commission's proposal last week sought alternative assignments for Bakersfield's three operating tv facilities, KERO-TV (ch. 10), KLYD-TV (ch. 17), and KBAK-TV (ch. 29). KBFL (TV) (ch. 39) is not operating.

The alternatives for ch. 10 presented by the commission would (1) delete it, reserving decision on possible uses at a future time; (2) reserve ch. 10 for noncommercial educational use at Bakersfield; or (3) reassign ch. 10 to either Santa Barbara, Santa Maria, Lompoc-Santa Maria or San Luis Obispo.

The commission also presented alternative possibilities for the addition of two uhf channels at Bakersfield. It would assign ch. 23 and either ch. 50 or 51 to Bakersfield or assign chs. 45 and 51 to Bakersfield.

KERO-TV simultaneously was issued a show cause order to tell why its license should not be modified to specify operation on chs. 23 or 45 instead of 10.

ABC, among others commenting on the Fresno deintermixture, told the commission that KERO-TV's signal is invading the Fresno area. It asked that Fresno be made a "stronghold" for uhf operations and recommended that Bakersfield also be deintermixed to all uhf (BROADCASTING, May 9).

FCC Commissioner John S. Cross issued a dissenting statement in which he stated his preference for all vhf operations in the San Joaquin Valley instead of uhf. The commissioner also dissented in the Fresno proposal.

The commission said that reassignment of the Bakersfield channels would require consent of the Mexican government under the North American Regional Broadcasting Agreement and that the FCC will institute procedures to obtain the necessary consent "at the appropriate time."

Deadline for filing comments is July 27.

Bicks approval nearer

A three-man subcommittee of the Senate Judiciary Committee heard testimony from Robert Bicks, acting assistant attorney general in charge of the antitrust division and nominee for that post, and promptly approved his nomination. The nomination now goes to the parent Judiciary Committee. No opposing testimony was offered at the hearing Tuesday.

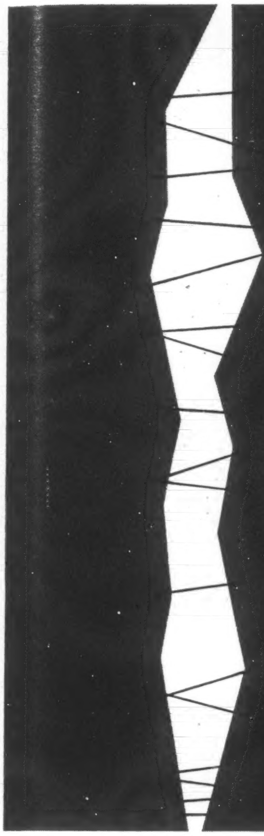
Official turndown of spectrum swap delayed

Although government officials agree privately that commercial tv has no chance to secure additional vhf space from the military, it will be another 4-6 weeks before an official no is given.

In a letter to the Senate Communications Subcommittee last week, the FCC said that the executive branch of the government will not be able to give a final answer until the end of July or early August. The latest communication is a follow-up to an April 1 FCC letter to the subcommittee setting May 15 as the expected decision date (BROADCASTING, April 4).

"We now have been informed that it has not as yet been possible for the executive branch to prepare a properly staffed and coordinated reply to the commission's two proposals . . ." seeking 50 or 30 vhf channels, the FCC wrote the subcommittee. It was explained that when the May 15 date was advanced the complexities of considering the full impact upon existing spectrum users had not been fully appreciated.

Fred Alexander, telecommunications expert for the Office of Civil & Defense Mobilization, has been the executive contact with the commission in the negotiations. The talks have been in progress looking toward a swap of uhf space for vhf portions of the spectrum currently occupied by the military for over a year. In March, FCC Chairman Frederick W. Ford told the Senate subcommittee that the prospects were dim and just last month Admiral Arleigh Burke, chief of naval operations, said such an exchange would be harmful to national defense (BROADCASTING, May 30).



the seams are bursting in Worcester's "bedroom" towns

New census confirms population trend to bedroom towns. 1960 figures show gain in Worcester County of 31,581. Only WTAG reaches all of New England's third largest market.

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HARRIS PUNCHES AT 'INFLUENCE'

Harris' bill to stop 'ex parte' contacts reaches House floor

The 2½ year life of Rep. Oren Harris' (D-Ark.) Legislative Oversight Subcommittee bore "fruit" last week in the form of a bill designed to curb *ex parte* contracts and back door influences in regulatory agencies.

Rep. Harris introduced his legislation (HR 12731) last Monday (June 20) and saw it reported "unanimously" to the House floor two days later by the Commerce Committee, which he also chairs. In addition to the FCC, the bill applies to the Civil Aeronautics Board, Federal Power Commission, Federal Trade Commission, Interstate Commerce Committee and Securities & Exchange Commission.

HR 12731 represents a compromise of earlier ethics legislation (HR 4800) introduced by Rep. Harris. It was drafted with the cooperation of the Federal Bar Assn., Federal Communications Bar Assn. and the agencies themselves. Violators of its provisions would be subject to fines of $10,000 and imprisonment for one year.

Purposes of the proposed reforms, as spelled out in the bill, are (1) to guard against the exertion of improper influences, (2) to insure the observance of proper ethical standards by members and employes of the agencies, (3) to prohibit, except in exempted circumstances, *ex parte* communications and (4) give the President the power to remove commissioners for just cause.

"The Congress hereby recognizes," the bill states, "that it is improper for any person, for himself or on behalf of any other person, to influence or attempt to influence any vote, decision, or other action by any agency or by any member or employe of such agency, in any proceeding or matter before the agency by the use of secret and devious methods calculated to achieve results by the exertion of pressures, by the spreading of false information, by the offering of pecuniary or other inducements, or by other unfair or unethical means, rather than by reliance upon a fair and open presentation of facts and arguments in accordance with established procedures."

What's Improper ■ Under the bill, it would be improper for any member or staffer of the FCC to (1) engage in any business transaction with any person having a pecuniary interest in any proceeding before the commission, (2) accept or solicit any money, loan, service, employment or other thing of value from any party in an FCC proceeding, (3) use confidential information for personal profit, (4) have a conflict of interest, and (5) "act in any official matter with respect to which there exists a personal interest incompatible with unbiased exercise of official judgment."

Every notice of hearing issued by the FCC would include a statement as to whether the hearing is an "on-the-record" proceeding or, if not, that off-the-record communications will be acceptable. When the preceeding is "on-the-record," the bill states, no *ex parte* communications of any nature would be permitted and any such communication received would be forwarded to the FCC secretary for inclusion in the official record.

Violation of this section of the bill "shall be in good cause . . . for disqualification of the party who made the *ex-parte* communication, or on whose behalf the *ex parte* communication was made. . . ." Rep. Harris' bill states.

The bill also abolishes the FCC's review staff. In addition, it makes uniform to all six agencies the power of the President to remove a member for "neglect of duty or malfeasance in office, but for no other cause." This power now varies by agency and does not now include the right to remove a member of the FCC.

HE ALSO HAS A SWING AT THE PRESS

Attacks Knight newspapers, 'Life' in House speech on payola bill

House debate on the payola bill was held up last Thursday while its author—Rep. Harris—unburdened himself of a 70-minute indictment against the Knight Newspapers and *Life* magazine for carrying stories about congressional travel expense accounts involving Rep. Harris and other congressmen (BROADCASTING, June 6).

Cheering congressmen, who gave Rep. Harris a standing ovation from both the Democratic and Republican sides of the aisle when he got through, found it impossible to ignore—even if they had so chosen—the angry Arkansan's charge that two of the payola bill's opponents are none other than Knight Newspapers and *Time;* and that their stories about congressional spending of public money were attempts to intimidate his Legislative Oversight Subcommittee into laying off the two companies' tv and radio properties.

He told his colleagues that immediately after the oversight group made its report last Feb. 9, on which the payola and other provisions were based, the Knight Newspapers and *Time* "turned reporters loose" to snoop on the oversighters. *Time* assigned six reporters to the subcommittee, he charged.

He indicated the stories were part of a conspiracy between Knight and *Time* to defeat the payola bill (S 1898). He recalled that his subcommittee had questioned Publisher John S. Knight about the FCC's award of ch. 7 in Miami to a group including Knight (40%) Cox Newspapers (40%) and former NBC President Niles Trammell (20%), but that questioning was brief because of the recent death of Mr. Knight's son. Mr. Knight, he said, is a multimillionaire who seeks, not money, but power. FCC Special Hearing Examiner Horace Stern has been conducting re-hearings in Philadelphia in the Miami ch. 7 case in which the FCC awarded the facility to the Knight-Cox-Trammell group.

As for *Time,* which owns a string of tv and radio properties, none of its stations have ever been granted by application, but were purchased, he said, intimating that *Time* might not have been able to qualify as an applicant for a new facility. He said the bill being considered would control transfers of tv-radio properties. (The payola bill does not affect transfers and Mr. Harris' bill on transfers, HR 11340, has not been reported from his House Commerce Committee.)

Rep. Harris, talking of the payola bill, said the broadcasting industry and large publications which own broadcasting facilities "do not want legislation of this kind." He said "pressures began moving in" shortly after the House Commerce Committee approved the bill, but did not explain what form such pressures took.

If members of Congress are subject to pressures, he said, members of the FCC are even more vulnerable to them. He charged Knight's *Detroit Free Press,* cropped a picture which made it appear that he was accepting a drink

Senate confirms Commissioner Lee by 64-19 vote

The Senate last week confirmed Robert E. Lee for a new seven-year term to the FCC by a vote of 64 to 19 after a 20-minute debate.

Lined up against the District of Columbia Republican nominee in the Senate action Thursday was a bloc of Democrats led by Sens. William Proxmire (D-Wis.) and Ernest Gruening (D-Alaska).

Sen. Proxmire charged that while Mr. Lee had voted "in the public interest" a few times during his first seven-year tenure, he had gone along with the majority about 90% of the time. And the very fact Mr. Lee did vote with the majority, Sen. Proxmire said, is why he opposes the nomination. It is a "gross understatement," he said, that there has been concern over the quality of the FCC's performance the past several years.

The Wisconsin Democrat hinted there was something fishy about the way the Senate Commerce Committee, in questioning Mr. Lee April 27 (BROADCASTING, May 2) brought up several "controversial" subjects, yet did not print extra copies of its hearing. Sen. Proxmire said he had had trouble getting hold of a transcript of the hearing. (The committee approved the Lee nomination June 15 in what was reported as a unanimous vote.)

Inadequate Information ■ He enumerated several questions put by committee members at the Lee hearing and hinted the failure to have reprints made of the hearing resulted in Senate membership not being adequately informed on these points. He stressed that 25 senators voted against Mr. Lee in the Senate's 58-25 confirmation of him in 1954 (BROADCASTING, Feb. 1, 1954). He concluded by saying he supposed it would be impossible for many senators to vote against a man bearing the "great name of Robert E. Lee."

COMR. ROBERT E. LEE

Another seven-year term

Ironically, seven of those who voted against Mr. Lee last week also were against him in 1954, the other 12 having entered the Senate since then. On the other hand, about a dozen senators who voted against Mr. Lee in 1954 voted for him last week.

After the Senate vote early Wednesday afternoon, Sen. Proxmire released a statement charging the FCC has a policy of favoring an applicant for a tv station which has congressmen as stockholders (see story page 74).

Sen. Gruening said he had nothing against Mr. Lee, but felt his seven-year term would extend through the term of the next President, who, he predicted, would be a Democrat, and through the terms of all senators.

Sen. Joseph Clark (D-Pa.) associated himself with Sen. Proxmire's comments.

The Ayes ■ Sen. Gale McGee (D-Wyo.), who voted for Mr. Lee last week, said the nominee's record "has many spots on it," but "I think he's learned." What he had in mind, the Wyoming Democrat said, was Mr. Lee's western inspection tour of vhf boosters. Sen. McGee said Mr. Lee changed his position in favor of boosters and that he thus should be given credit for his "disposition to improve."

Others speaking in behalf of Mr. Lee were Sens. John M. Butler (R-Md.), Lyndon B. Johnson (D-Tex.), Norris Cotton (R-N.H.), Styles Bridges (R-N.H.), Francis Case (R-S.D.), Hugh Scott (R-Pa.) and Everett Dirksen (R-Ill.).

Sen. Cotton said Sen. Proxmire's complaints about the questions raised during testimony by Mr. Lee before the Senate Commerce Committee were justified, but said these questions were directed at the entire FCC membership and the senators just took advantage of the nominee's appearance before them to ask the questions.

Sen. Bridges praised Mr. Lee's previous service in the FBI and as a congressional staff member. Sen. Dirksen said he made his own investigation of Mr. Lee after he was renominated, then called Mr. Lee in and asked him "about 40" questions. "When I was through," he said, "I was perfectly satisfied I could come on the floor and defend him as a good and able public servant."

The Lee nomination had not been expected by most observers to be brought to a Senate roll call vote until floor discussion the day before, indicated opposition was developing from Sen. Proxmire.

Mr. Lee began serving on the FCC Oct. 6, 1953, as a recess appointee succeeding Paul A. Walker, who had left the previous June 30. He was renominated last February (BROADCASTING, Feb. 22).

when this was not the case and that the picture was made at a ceremony celebrating the 25th anniversary of the Securities & Exchange but as used in the newspaper left the implication it was made in Hawaii.

He acknowledged he used a Senate-passed bill on FCC pre-grant procedures as a "vehicle" to which he attached his payola bill. The bill covers payola and free plugs, quiz rigging and payoff agreements among applicants for broadcast facilities. It provides for suspension of broadcast licenses for up to 10 days and for fines of up to $1,000 a day for broadcasters who violate laws and FCC rules. The pre-grant procedure, also virtually completely rewritten from the Senate-passed version which formerly made up the bill, would substitute for the controversial McFarland letter and protest provisions on grants made without hearing, a system by which a person who objects to the grant could file a petition to deny the grant with affidavits describing the facts alleged.

Most broadcasters have objected to the license suspension and fines provisions.

Asks federal inquiry

New York grand jury has asked three federal agencies and New York health commission to check "alleged clinical tests" that based advertising claims for Regimen. Letters were sent to FTC, FCC, Food & Drug Administration and New York health unit. Grand jury indicted Drug Research Corp. and agency, Kastor, Hilton, Chesley, Clifford & Atherton, plus New Drug Institute Labs, all New York, as result of New York district attorney's probe of Regimen reducing pills advertising on tv and in print (BROADCASTING, June 20).

HOW TO RAKE IN FATTER POTS

Amazing how Joe Floyd's KELOLAND booster hookup rounds up more consumers for you. The ARB March survey (6-10 p.m. 7 days a week) shows you this. Your sales message on KELO-TV, SIOUX FALLS, gives you 61% more viewers than the same message would get you on the highest rated Omaha station. 72% more than on the highest rated Des Moines station. 70% more than Duluth's. 158% more than Fargo's. Sounds fantastic! But true! The KELOLAND hookup is a fantastic force in delivering big audiences. You get this enormous coverage of 103 counties in 5 different states with just one rate card.

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KIMN CLEARED
But management gets sharp FCC warning

KIMN Denver will not have to face a license revocation hearing because of "admittedly poor taste and off-color remarks" made by one of its announcers (AT DEADLINE, Sept. 28, 1959).

However, in vacating the ordered hearing, the FCC last week soundly criticized the "serious laxity" and "abdication of control" on the part of the station management. The hearing order, issued late last year (BROADCASTING, Dec. 14, 1959), was vacated by a 4-to-1 commission vote, with Chairman Frederick W. Ford voting to go a step beyond the verbal lashing issued KIMN's management.

"As further assurance that such incidents will not reoccur," the FCC issued a cease and desist order against KIMN, which the station has signified it is willing to accept.

Don Burden, owner of KICN Denver, first lodged a complaint with the commission against KIMN last September because of remarks made on the air, plus sound effects, by then KIMN disc jockey Royce Johnson. Cecil F. Heftel, president and co-owner (with his wife) of KIMN, said he was "shocked" to learn of the Johnson statements and immediately discharged the disc jockey.

Mr. Heftel said that the offensive remarks were made at a time when KIMN did not have a program director and that he personally had been out of Denver.

Great Concern ■ "The incidents which occurred at KIMN have been a subject of utmost concern to the Commission," last week's FCC order stated. "The remarks . . . appear to have been made for the purpose of attracting a larger listening audience, with no discernible regard as to the propriety of the means employed. That the remarks in question, which would have been offensive in any context, occurred on programs in which young people participated, is especially deplorable."

Mr. Heftel's explanation of the surrounding circumstances only intensified the commission's concern, the opinion continued. "That material of which the licensee disapproves could be broadcast for several weeks over its facilities indicates a serious laxity in licensee supervision," the FCC said. ". . . That Mr. Heftel became informed as to what had transpired only after commission inquiry reveals a disturbing lack of interest in the programming aspects of KIMN's operation. . . . In our opinion such conduct falls substantially short of that required of a licensee operating in the public interest."

In a note of final warning, the commission said that the information relating to KIMN would be associated in the station's license file and ". . . would be relevant to a determination, on an application for license renewal, as to whether the overall operation of the station has served the public interest, convenience and necessity."

In pushing for a revocation hearing, Chairman Ford hit the "lack of responsibility displayed by the ownership of KIMN. . . ." He said the hearing should proceed to determine if this lack of responsibility ". . . was of such a nature as to warrant revocation of the station's license rather than simply the cease and desist order adopted by the commission."

Quotes ■ In releasing its decision, the FCC also reproduced several of the remarks and sound effects over KIMN attributed to Mr. Johnson. They included the flushing of a commode (labeled "Johnson's John") accompanied by such remarks as: "Oh good grief, I think I got my feet wet on that one." "Well those girls had a slumber party and they wanted us to pull the chain on Johnson's John."

This was the way a record was introduced: "Here's Dee Clark with 'Hey Little Girl' in the high school cheaters." The song "I Ain't Never" was followed by: "Gee, I ain't never either, sure would like to sometime, wouldn't you?"

In another instance, the announcer was said to remark: "Say did you hear about the guy who goosed the ghost and got a handful of sheet?"

Shift in FCC's defense office

The FCC Office of Defense Coordination will be transferred July 1 from Defense Commissioner Robert E. Lee to the Office of Administration. On Aug. 1, the office will be headed by Albert A. Evangelista as defense coordinator succeeding the retiring Harland W. Morris.

Commissioner Lee will continue to represent the FCC in over-all supervision of its defense activities, but the day-by-day routine of the job will be handled by Executive Officer Robert W. Cox, head of the administration office.

Mr. Evangelista, who will make his reports to Mr. Cox, has been with the FCC since 1940 when he joined its field engineering staff. From 1942 to 1944, he was with the commission's war-time Radio Intelligence Division. During World War II, he served with the Coast Guard and stayed on with that organization in an engineering capacity until he rejoined the FCC in 1952. His latest assignment with the commission was as engineering assistant to former Chairman John C. Doerfer.

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Today no one can estimate the total cost, in terms of tax dollars, of government-in-business. But figures are available for one of government's largest enterprises—the federal electric power "business."

To date, this federal "public power" has cost the taxpayers more than $5,000,000,000. And its promoters propose $10,000,000,000 more—much of which would likely come from the taxpayers.

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The question of government power expansion lies with you and other citizens (8 out of 10 don't yet realize they are being taxed for this purpose).

If the trend toward more "public power" continues, the people of your community will have to ante up more money—money that you might prefer to see spent locally on schools, libraries, hospitals, parks and other essentials. If you'd like to know more of the facts and implications of "public power" spending, mail the coupon for the new free booklet, "What Do Federal Power Ventures Cost Your Community?"

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ELECTRIC LIGHT AND POWER COMPANIES

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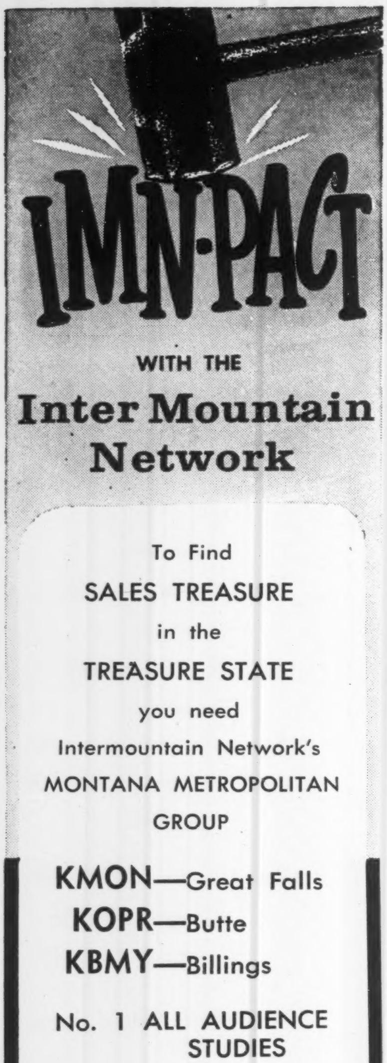

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CH. 10 ACTION IRKS PROXMIRE

He assails grant to Albany group that includes five members of Congress

Sen. William Proxmire (D-Wis.) took the floor of the Senate twice last week to denounce as "political payola at its worst" the awarding of a preference in "civic participation" to a tv applicant in the Albany ch. 10 contest because five stockholders are members of Congress.

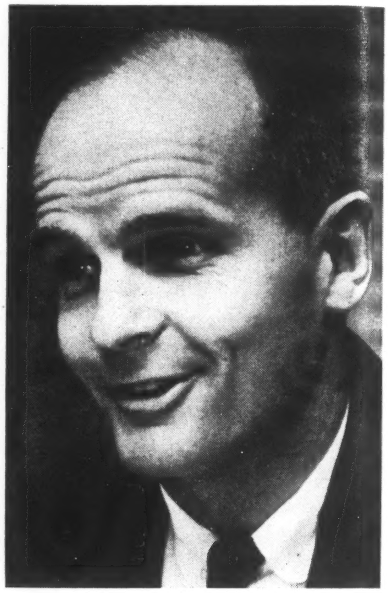
Capital Cities Tv Co., which now operates WTEN (TV) there on ch. 10 under temporary authorization, received the nod over Veterans Broadcasting Co. in an August 1959 initial decision. In his decision, Hearing Examiner J.D. Bond took note that some of the Capital stockholders are members of the House in discussing "civic participation." Capital was found to be "manifestly superior" in this area.

In a tentative vote, taken May 27 immediately after oral argument, the Commission favored Capital Cities in staff instructions (AT DEADLINE, May 30). However, one commissioner said last week that "we thought ownership of the five congressmen was a factor of no particular significance."

Counterattacks ■ Two commissioners attacked the Proxmire statements as "improper pressures of the worst sort . . .", exactly the type of thing Congress is trying to legislate against. One of the members of the FCC had this to say about Sen. Proxmire: "What he is really doing is wrapping himself in a mantle of virtue and committing the cardinal sin of an attempted direction to the FCC of what weight it should give evidence in an adjudicatory case pending."

It was suggested that if the senator does not think a member of Congress should be permitted to own stock in a broadcast property that he should introduce legislation prohibiting such interests. (Sen. Proxmire had placed in the *Congressional Record* a news story on the case printed in the June 19 *New York Herald Tribune*. However, he emphasized, "I have now discovered that beyond a doubt the commission does accept the idea that if members of congress are stockholders in a tv company, that should be a plus factor in considering that company's application."

The Congressmen Involved ■ The five congressional stockholders of Capital Cities, and their interests, include: Rep. James J. Delaney (D-N.Y.), 13,000 of 1,149,798 common voting shares; Rep. Eugene J. Keogh (D-N.Y.), 18,513 shares; Rep. Leo W. O'Brien (R-N.Y.), 24,561 shares; Rep. Dean P. Taylor (R-N.Y.), 24,990 shares, and Rep. Peter W. Rodino (D-N.J.), less than ½ of 1%.



SEN. PROXMIRE

A Badger badgers

All told, there are 1,180 Capital Cities stockholders, with the five congressmen combined owning less than 5%. Largest individual owners, percentagewise, are commentator Lowell Thomas with 16.23% and President Frank M. Smith, 12.11%. Capital Cities also owns WROW-AM-FM Albany, WPRO-AM-FM-TV Providence, WCDB (TV) Hagaman, N.Y., WCDC (TV) Adams, Mass., and WTVD (TV) Durham, N.C.

Veterans owns WVET-AM-TV Rochester, N.Y. The Rochester tv outlet also is on ch. 10 and shares that facility with WHEC-TV. Albany ch. 10 actually is assigned to Vail Mills, N.Y., having been allocated there as a "drop-in" in 1957.

Last Monday (June 20), Sen. Proxmire charged that giving congressmen an "advantageous, privileged position in the award of television licenses . . . is as morally wrong as it can be. It sets up a firm pattern for predictable corruption. . . . If this ridiculous special advantage in tv license allocation is allowed to stand, the next logical step would be for the FCC commissioners to take the gravy themselves."

The Wisconsin Democrat, often an outspoken critic of the FCC as well as

FTC cites Rise, SSC&B

Carter Products Inc., New York, manufacturer of Rise shaving cream, has been charged by the Federal Trade Commission with using deceptive tv commercials "which disparage competing shaving lathers." Also named in the FTC's complaint are Sullivan, Stauffer, Colwell & Bayles Inc., Carter's advertising agency, and S. Heagan Bayles, SSC&B executive in charge of the Rise account.

The complaint alleges that the Rise tv commercial portrays an actor shaving with what purports to be competing shaving lather that has dried on his face "causing him to wince in discomfort." Next the actor is shown shaving with "moist and creamy Rise," resulting in an easier and more comfortable shave. In reality, the complaint continues, the "supposed" lather of the competitor is "a formulation specially prepared for the demonstration and is not a product used for shaving purposes." Consequently, the FTC said, the demonstration "is not a valid comparison" between Rise and competing products, while tending to "disparage" the latter.

The respondents were given 30 days to answer.

individual members, told the Senate that he was referring to the "precedent shattering FCC award of ch. 10 . . . to the Capital Cities Tv Corp., which in 1959 enjoyed gross income of more than $6 million."

Second Stand ■ Last Friday, Sen. Proxmire revealed that since Monday he had been visited by "a high official of the FCC. He told me . . . it is indeed the settled policy of the FCC to give weight to ownership by members of Congress as an indication of civic participation and a favorable factor in making tv license awards," the senator said.

"What the FCC is admitting when it embraces this policy is that it will give special consideration to a company whose ownership is partially vested in members of Congress who must act on nominations to the commission in the Senate, adopt the laws under which the commission operates and give to the commission its operating budget," he continued. "Far worse than making a phone call or writing a letter, a member of Congress can influence decisions of the FCC by purchasing or accepting as a gift stock in a company which intends to apply for a tv or radio license."

Recanting slightly from his Monday statement, Sen. Proxmire admitted that "it is true that the award made in the Capital Cities case was a preliminary one and that the words quoted in the press accounts were those of the FCC examiner rather than of the commissioners."

FCC, FPC approve 'full agency' bill

The FCC and Federal Power Commission have told the House Communications & Power Subcommittee they approve of a Senate-passed bill which would authorize members of the two commissions whose terms are expiring to continue to serve until successors are appointed and are qualified.

FCC Chairman Frederick W. Ford said his commission feels the bill (S 1965) would assure a full agency membership, preserve continuity of commission responsibility and avoid delay in proceedings involving decisional matters.

The Budget Bureau recommended by letter that FCC and FPC members with terms expiring be authorized to serve for only 60 days after their terms expire. An FPC spokesman said experience with vacancies on that agency indicated 90 days would be better.

Radio-tv exemptions in minimum wage bill

A Democratic-sponsored bill (S 1046) increasing the federal minimum wage gradually from $1 to $1.25 an hour was approved and sent to the Senate June 22 by the Labor Committee. The bill includes an amendment granting exemption from overtime requirements to certain broadcast stations in marketing areas of fewer than 50,000 persons. Chief engineers, news editors announcers with multiple duties who are employed at independently owned broadcast stations are covered. Currently there are no overtime exemptions in the broadcasting industry.

A similar bill in the House (HR 12677) would exempt radio-tv stations from overtime provisions in cities of less than 100,000. The bill has been approved by the House Committee on Education & Labor.

The House exemption is designed to provide relief to small market stations, except where the market is located within the boundaries of a standard metropolitan area of more than 100,000 population.

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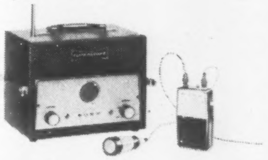

SONY
TRANSISTOR
RADIO MIC
TRANSMITTER

SONY
SUPERSCOPE
The Tapeway to Stereo

Gila chain licenses are set for hearing

A chain of six Arizona stations had their renewal applications designated for hearing by the FCC last week on issues ranging from alleged technical violation to personal qualifications.

KCKY Coolidge, KCLF Clifton, KGLU Safford, KVNC Winslow, KZOW and KWJB-FM Globe, all owned by the Gila Broadcasting Co., had their license renewals set for hearing after receiving a Sec. 309(b) letter last March requesting information on various charges (BROADCASTING, March 14.) Gila replied on April 7.

The commission said last week that the hearing would determine the extent of the original charges made last March:

- Whether a management contract between Gila and Radio Assoc. Inc. was inconsistent with FCC rules since, as the FCC indicated, Radio Assoc. had asserted complete control of the station chain.
- Whether the licensee actually had relinquished control of the chain and had not reported it to the commission. Records filed with the FCC indicate that President Louis F. Long from 1938 through 1959 had held 50% interest in Gila. However, the commission said, during this period his holdings ranged from 40% to 75% and this was never reported. In addition, the FCC noted, Mr. Long was convicted of violating income tax laws and fined $5,000 in December, 1959. This may disqualify him as a licensee, the FCC said.
- Whether Gila had filed applications containing misrepresentations and omissions. The FCC said last March that certain Gila stations have been operating with transmitters unattended and station logs were falsified for the unattended hours. Also, the FCC stated, an unlicensed transmitter has been in operation for a year and a half at KCKY.

Now On The Air

WJPB-TV

ABC-TV Network

Channel 5

the BIG NEW
PICTURE of
WEST VIRGINIA

WESTON-FAIRMONT-
CLARKSBURG

serving 800,000 persons
in 55 counties in 5 states
with 307,010 sets

*see Gill-Perna Inc
for introductory rates*

Another 315 opponent

Political broadcasting will be severely limited during the presidential campaign year unless Congress provides relief from the Sec. 315 equal-time clause, according to the U.S. Chamber of Commerce.

In a letter to all members of Congress, the chamber said the American people "may well be deprived of historic opportunities to see and hear debates between the presidential nominees of the two major parties unless a resolution (SJ Res 207) is passed. The resolution sets aside the equal-time provision for the upcoming campaign, with a report to be submitted on its effect by March 1, 1961.

NBC investigation

Charges that NBC "staged and directed" racial demonstrations involving Negro students in Montgomery, Ala., (BROADCASTING, May 2) are going to be investigated by the federal government. Public Service Commissioner Ralph Smith, who called for the investigation, said Harold Ranstad, an investigator for the House Interstate & Foreign Commerce Committee would be leaving for Montgomery in "several weeks" to look into the matter. Sandor Van Ocre, a member of the NBC news staff, spent about 10 days in Montgomery during the alleged incident.

Football suit filed

Infant American Football League had to sell tv rights for 1960-65 at far less than reasonable value because of conspiracy by National Football League at keeping new league out of business. This was one of charges made by American Football League in $10 million, treble-damage antitrust suit against NFL filed in U.S. District Court in Washington. AFL charged 40-year-old National League conspired to maintain professional football monopoly by using various illegal means. It asked court to stop NFL and its members from continuing alleged practices and to enjoin NFL from granting or transferring any franchises into cities where AFL already has team. Suit asked court to force NFL to withdraw new franchises in Dallas and Houston, where AFL also has signed up teams.

FCC employe charged

Clara Amelia Fairall, chief of the FCC Mail & Files Div., has been placed on leave without pay pending outcome of gambling charges against her lodged by the Prince Georges County (Md.) police. Mrs. Fairall, her son and a second man were charged with operating a lottery, possessing lottery slips and bookmaking following a police raid June 6 at the Fairall home.

All three were released on $1,500 bond each pending a hearing June 30. It was reported that Mrs. Fairall was not at home at the time of the raid and voluntarily went to the police station after returning from work. The commission immediately placed her on leave without pay, which is in effect a suspension, a commission spokesman said. No further action by the FCC is contemplated pending outcome of the police hearing.

Uhf operator scores proposed v drop-ins

A proposed interim policy of vhf drop-ins in selected markets ". . . merely becomes action without results and only bypasses the true problems for another number of years," Springfield Tv Broadcasting Corp. told the FCC last week.

Several months ago the commission asked for comments on the proposed rulemaking to add a second or third vhf channel to as yet unnamed cities at reduced mileage separations. Deadline for comments has been extended twice and they now are due Sept. 1.

Springfield, which owns three uhf stations in New England, said it is "implied" by the FCC that some other long range action is planned to solve the allocations dilemma and asks why the ultimate action "should not now be proposed." Any action which increases number of vhf signals would have an adverse effect on uhf, Springfield stated, and would substantially injure the competitive position of the upper-channel stations.

In a related development, a group of Rhode Island citizens, headed by Robert A. Riesman, commented last week that Providence can afford a third vhf channel. This was in relation to the commission's proposed rulemaking to add ch. 6 to that city from New Bedford, Mass., to make Providence an all

It's like a tenement house

Formation of the new Complaints & Compliance Div. within the FCC's Broadcast Bureau has compounded an already serious problem: lack of office space for the bureau's professional staffers.

Take, for example, the situation faced by John Harrington, chief of the new division. He currently is located in a small office containing two desks in the middle of the bureau's quarters on the seventh floor of the Post Office Building. When asked where the planned 25-man staff for the intelligence-surveillance arms would be centralized, Mr. Harrington threw up his arms in despair.

His boss, Broadcast Bureau Chairman Harold Cowgill, points out that finding space for people to work already was a serious problem before Mr. Harrington's unit was formed. In several offices, there are six and seven desks in rooms designed to accommodate two or four. And, it is not uncommon to find a lawyer working from each side of a single desk.

In the Renewal & Transfers Div. there are 14 professional staffers who do not have a work place to call their own, it was pointed out. "It's a problem we are going to have to solve," Mr. Cowgill said, "but I just don't know what the solution is going to be."

Spotlighting the seriousness of the situation, the Broadcast Bureau has 223 employes today, compared with 167 two years ago, but still is contained within the same floor space. By mid-summer, Mr. Cowgill said, the bureau will have 250 employes.

One possible solution already has gone down the drain. Last November, it was announced that the examiners and staff would move out of the Post Office Building and Mr. Cowgill immediately put in a claim for the vacated office space. However, that branch of the commission is returning to the home office from an uptown Washington office building so the Broadcast Bureau has lost out.

v market and New Bedford all u.

The Riesman group, which will apply for the channel if rulemaking is adopted, noted that the assignment of ch. 6 to Providence rather than New Bedford "will result in an appreciable improvement in coverage." Deadline for comments in this instance has also been extended to Sept. 1.

Senate approves funds for FCC police unit

The Senate last week passed by a 75-8 vote a bill providing $200,000 for the FCC to set up its planned 25-man police unit to watch tv and radio stations for violations of law and FCC rules (BROADCASTING, May 23). The Independent Offices Appropriations bill (HR 11776), now goes to a joint Senate-House conference to reconcile Senate amendments to the House-passed measure providing fiscal 1961 appropriations for the FCC and other government agencies.

The bill, as amended by the Senate, calls for total FCC appropriations of $13,135,000, which is $365,000 less than the Budget Bureau request and $200,000 more than that approved by the House. The Senate approved the $200,000 figure in partial endorsement of the FCC's request for $300,000 for the new unit and specified the money must not be used for any purpose "remotely concerning" censorship of program content.

The FCC appropriation also includes $2 million for a commission study of uhf propagation in New York City over a two-year period. The House approved this figure after the FCC had asked for $2.25 million for that purpose.

The Senate also voted to restore a $185,000 cut by the House from the Federal Trade Commission's fiscal 1961 Budget Bureau request for $7.6 million, which also will require ironing out in the joint conference. Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, was chairman of the Senate Appropriations subcommittee which acted on the FCC and FTC requests.

Harrisburg uhf

The FCC last week agreed to consider petitions seeking lower uhf channels filed by ch. 55 WHP-TV and ch. 71 WDTV (TV), both Harrisburg, Pa. Rulemaking was instituted and comments invited by the commission on proposals to assign chs. 21 and/or 33 to that city.

In asking for comments, however, the FCC said there "appears less basis now than formerly for regarding lower uhf channels as preferable . . ." but thought the instant proposals might be a convenience to the public because of operating low-channel uhf stations in nearby cities. WHP-TV, which is on the air, asked for the shift of ch. 21 and deletion of ch. 55 while dark WDTV seeks the assignment of ch. 33 to Harrisburg.

Sell Six Rich Negro Markets Thru ROUNSAVILLE RADIO!

The 1,433,000 Negroes in six metropolitan areas covered by Rounsaville Radio earn a *spendable* income of 824 million dollars annually. They spend 80% of their gigantic income for consumer goods—*quality, name brand* products! And Rounsaville Radio is the only medium that reaches and *sells* this vast consumer group! Rounsaville Radio is patterned to Negro tastes, programs 100% to Negroes with Negro talent. All six Rounsaville Stations are rated Number-One by both Pulse and Hooper! Get the facts! Call Rounsaville Radio in Atlanta, John E. Pearson or Dora-Clayton in the Southeast today!

Personal Letter

Negroes listen, believe—and *respond* to Rounsaville Radio We feature Negro disc jockeys and personalities, schedule programs the Negro likes. No matter what your budget, a proper part of your advertising dollar **MUST** go to Rounsaville Radio or you completely miss the Negro consumer in these six important markets! Try Rounsaville Radio! We are one of the oldest and the *largest* broadcasters in our chosen field.

ROBERT W. ROUNSAVILLE
Owner-President

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's only all Negro-Programmed Station!
WLOU 5,000 Watts — Louisville's only all Negro-Programmed Station!
WMBM 5,000 Watts—Miami-Miami Beach's only full time Negro-Programmed Station!
WVOL 5,000 Watts — Nashville's only all Negro-Programmed Station!
WYLD 1,000 Watts—New Orleans' only full time Negro-Programmed Station!
WTMP 5,000 Watts—Tampa-St. Petersburg's only all Negro-Programmed Station!

Buy One or All—Discounts With Two or More!

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ROUNSAVILLE RADIO STATIONS

PEACHTREE AT MATHIESON, ATLANTA 5, GEORGIA

ROBERT W. ROUNSAVILLE
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HAROLD F. WALKER
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JOHN E. PEARSON CO.
Nat'l Rep.
DORA-CLAYTON
Southeastern Rep.

PAY TV MOVES CLOSE TO SHOWDOWN

From Hartford to Miami Beach, advocates pushing rival systems

Advocates of rival pay tv systems—on-the-air vs. wire—made their first big move last week.

The resulting battle is expected to become a major struggle for acceptence.

In Washingon, RKO General submitted an inch-thick printed application asking the FCC to approve a $10 million, three-year Phonevision program of on-the-air tollcasting in Hartford, Conn.

In Hartford, there was a small announcement: the formation of the "Conecticut Committee Against Pay Tv."

In Miami Beach, two advocates of wired pay tv explained their positions to 500 members of the National Community Tv Assn., meeting in convention there.

Irving B. Kahn, TelePrompTer president, and Paul A. MacNamara, International Telemeter vice president, were the featured speakers. Both urged catv operators to get into the pay tv business.

Mr. Kahn's company demonstrated a key device which records the use of the fee-tv channel for billing purposes. TPT also fed the Johansson-Patterson fight to 13 cable companies (see separate story, page xx).

The Kahn and MacNamara speeches left the antenna operators troubled. Some saw pay tv as a new field, foreign to the antenna service most of them are engaged in. Others were interested, extremely so.

Last week's pay tv actually took this shape:

RKO-General's Bid ■ Box-office television faces a three-year test in Hartford, Conn., if the FCC approves an operating plan filed June 23 by RKO General interests.

Hartford Phonevision Co., wholly owned by RKO General Inc., is the applicant. The Hartford firm holds the Zenith Phonevision franchise in the market. Hartford last June 1 was granted FCC approval of a proposed assignment of the WCHT (TV) ch. 18 license in that city (BROADCASTING, June 6).

The June filing culminated more than a decade of intense subscription tv development by Zenith, major radio-tv set manufacturer. If the Hartford application is approved, Zenith at last will have the opportunity it has sought to try out public acceptance of pay tv.

In the FCC filing, RKO's Hartford Phonevision Co. is joined by Zenith and Teco Inc. The last-named is a Zenith-sponsored company cooperating with Zenith in developing, promoting and operating Phonevision services (BROADCASTING, June 20).

RKO General owns a group of tv and radio stations in major markets, including WOR-AM-FM-TV New York; KHJ-AM-FM-TV Los Angeles; WNAC-AM-TV and WRKO (FM) Boston; KFRC-AM-FM San Francisco; WGMS-AM-FM Washington; WHBQ-AM-TV Memphis; one-third of CKLW Windsor-Detroit, and Yankee Network. It is involved in a proposed deal by which it would buy NBC's WRC-AM-FM-TV Washington and exchange its Boston stations for WRCV-AM-TV Philadelphia, now owned by NBC. In the deal, which has been involved in FCC, Dept. of Justice and Capitol Hill controversy, NBC would buy KTVU (TV) San Francisco and RKO would sell its present Washington radio outlets to Crowell-Collier Publishing Co. RKO is a subsidiary of General Tire & Rubber Co.

The Plans ■ Commenting on the Hartford pay tv project, Joseph S. Wright, Zenith president, said, "Subscription tv will deliver to the family a monthly panorama of premium box office entertainment for little or no more than the cost of a single orchestra seat at a top Broadway play."

And Thomas F. O'Neil, RKO president, said "free reception of all Phonevision programs will be provided for the federal and state veterans hospitals within the WHCT reception area."

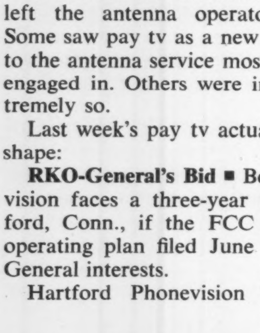
The Hartford Phonevision application specifies, "No commercial announcements will be transmitted during subscription television programs."

WHCT will operate as a conventional commercial station through most of its broadcast day, according to the application, "with at least one and probably two premium subscription programs aired each day in popular viewing hours, without commercials, for the use of subscribers only."

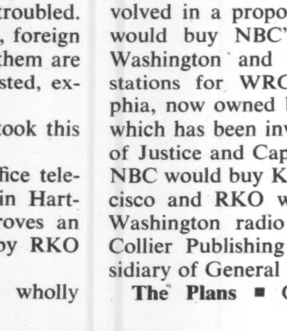
Program sources ■ In essence the fee programs "will be limited to box-office attractions—those programs which are not regularly available to the public without the payment of a fee," the application stated. Motion picture releases are conceived as a principal part of the program fare, with multiple showings of each picture contemplated. At least one, maybe two such films will be shown on "most days in prime listening hours."

While movie producers and distributors have shown "great enthusiasm" in general, no firm commitments could be obtained because of their "wait and see attitude."

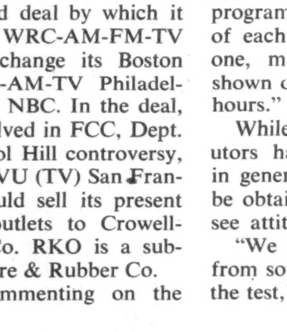
"We are aware of strong opposition from some motion picture exhibitors to the test," the application said. "We have



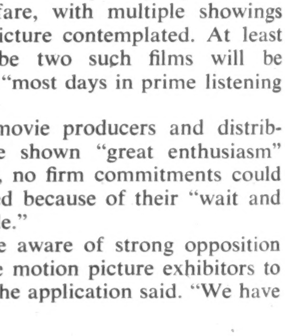
RKO's O'NEIL
'Free reception for hospitals'



ZENITH'S WRIGHT
'A monthly panorama'



TELEPROMPTER'S KAHN
Wants catv out



IT's MACNAMARA
Opposition weakening

Was the big fight a little start for wired toll tv?

Thirteen community antenna systems with a combined subscription list of 25,000 homes were linked in an "honor system" version of pay tv for the Patterson-Johansson fight June 20.

All but one of the catv proprietors asked subscribers to send in a special fee of $2 if they watched the fight. The exception was Virgil R. Evans, general manager of the catv system in Alexandria, La. A dispute between him and Southwestern Bell Telephone lawyers over his right to carry the fight was settled too late for him to make the preliminary solicitations for $2 pledges.

Most of the catv operators published coupon ads in newspapers or distributed postcards asking subscribers, in advance of the fight, to mail in a certification of intention to view it. They were counting on subscribers to be honest enough to send in the $2 if they watched the fight.

Whatever money is turned in will go to TelePrompTer. The local systems will keep none of it. After the subscription showing, most of the catv operators estimated that from 50% to 70% of their regular customers tuned in to the fight.

The 13 catv systems that distributed the fight included four owned by TelePrompTer in Liberal, Kan.; Farmington and Silver City, N.M.; and Rawlins, Wyo. The others were in Aberdeen, Wash.; Alexandria-Pineville, La.; and Snowflake, Page, Holbrook, Morenci, Safford, Winslow and Miami, all Arizona.

A Heavy Tune-In ■ Bruce Merrill, president of the Arizona group, reported that 70% of his 8,000 homes took the fight. It was SRO in bars, restaurants and veterans organization halls, he said.

In Farmington, N.M., some subscribers told I.E. Shaheen, manager, that if he didn't get enough certificates in advance they would be willing to double their contributions to assure the delivery of the fight. Mr. Shaheen estimated a 70% tune-in.

Despite the lack of advance planning in Alexandria, La., where the dispute with the telephone company occurred, the catv manager said some 60% of this catv subscribers watched the fight.

At week's end there was no definite word on collections.

The special catv-subscription tv hookup was an offshoot of TelePrompTer's major project—the closed circuit telecast of the fight to 229 theatres and other special gathering places in 161 cities. All told some 500,000 persons were said to have watched the closed circuit showing. TelePrompTer expects the total box-office take to be around $2 million.

no reason to believe, however that the distributors and owners of motion picture product would conspire or agree with such exhibitors to deny product to a competitive method of motion picture exhibition such as Phonevision, or, in any event, that the number of such distributors and producers who would do so would be sufficient to deny us the volume of product we need."

A survey of film availability showed that if pay tv is established on a national basis, it would "tend to be a new category that would differ from either advertising television or motion picture theatre shows."

Enthusiasm was found among legitimate theatre interests, leading to the belief that plays in current exhibition can be carried on pay tv in prime evening hours. Regular stock-company presentations are being considered.

The Johannson-Patterson fight was cited in a discussion of sports programming, the June 20 event bringing $4 to $5 admission of movie theatres where it was shown on closed circuit television and $10 to $100 at the stadium.

Subscriber Payments ■ The first out-of-pocket expense of a subscriber will be an installation fee running between $7.50 and $10, the application said, with the company maintaining the decoder. Later a monthly rent may be charged, depending on experience during the test period. If program fees don't absorb maintenance charges, a rental fee may be the next step. At any rate, it's too soon to make a flat decision, according to the petitioners. Rental shouldn't top 75 cents a week, it's stated, covering cost of repairs, servicing and five-year depreciation.

A fee will be charged for each program tuned, probably ranging from 75 cents to $1.50 for movies, legitimate theatre productions, musical events, sports programs and others. Then there may be programs that cost only 25 cents, including educational and other low-cost productions.

On the other hand specials might cost up to $1.50 and a heavyweight championship fight might run as high as $3.50, it was stated, with public acceptance a criterion.

Subscriber agreements will be on a monthly basis; the subscriber must maintain his own tv set though Phonevision will keep the decoder operating and own the device.

At first Phonevision plans to use a credit-type decoder though it can install a more expensive coin-box system or decoding cards. Advance information giving program code numbers will be supplied. For instance, 343-D might be a feature film to be shown at a specified time for $1 and 564-E might be another program costing $1.25.

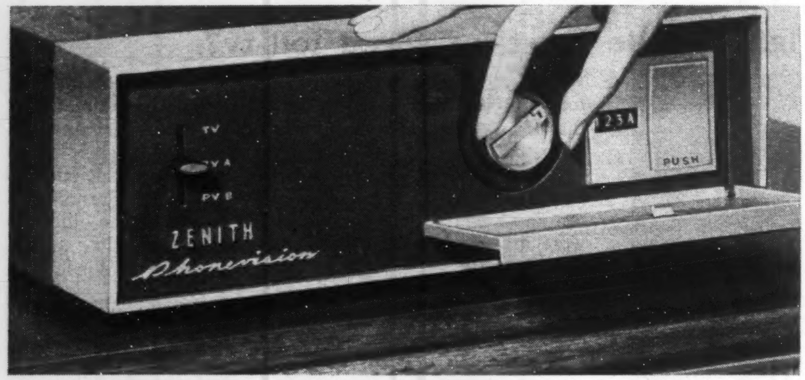
A paper billing tape is to be used in Hartford, concealed behind the decoder door. Phonevision indicated it can find out in a hurry if the subscriber has tried to cheat when he mails in the sum shown on the tape.

System Elements ■ The Phonevision system consists of tv transmitter, encoder, tv receiver and decoder. Zenith will provide the encoder at the transmitter and the decoder at the receiver. A tv station's video and audio signals are scrambled by the encoder via code material that restricts usable reception to sets equipped with a decoder.

In scrambling, the encoder cuts the picture horizontally into segments of seven lines each and displaces alternate segments in a horizontal direction as well as randomly shifting the divisions between segments from field to field. This is done by shifting the phase of such lines with respect to the horizontal synchronizing pulses, which remain regularly spaced. A video delay line, of 1.7 micro-seconds, in combination with a switch, adjusts phase. In addition, the black-and-white may be inverted.

Sound is scrambled by shifting the audio frequency upwards 2600 cycles. Both monochrome and color are handled without difficulty on either vhf or uhf, it is stated.

Should the problem of unauthorized

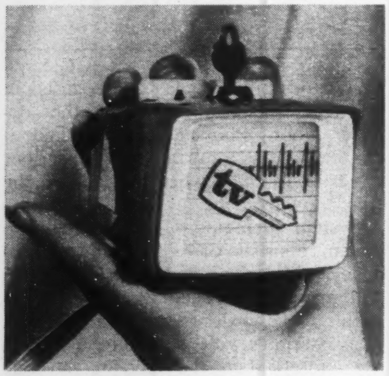


Programs on credit ■ This Zenith Phonevision decoder installed atop a television set will be used for the proposed RKO General subscription tv service in Hartford, Conn. At right a billing tape provides what is described as a foolproof record of pay programs tuned by a viewer.

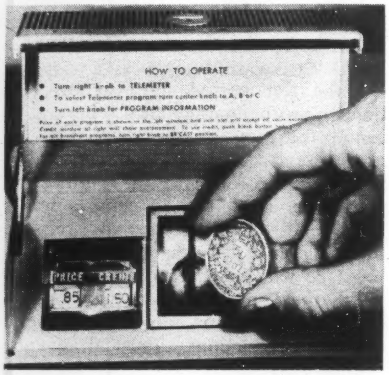
The credit box, according to Zenith, is a less costly way to collect fees from subscribers than the coin-box type of decoder. The decoder door conceals a dial which is rotated to produce the proper serial number of the program in the adjoining window.

At the left is a three-position switch. At top the "TV" position permits normal tuning of the tv receiver. "PVA" and "PVB" are the other two positions and are used to unscramble the distorted picture and sound as transmitted by the station through an encoder. "PVB" is used when transmitted pictures are inverted as in a photographic negative.

Some 2,000 decoding combinations accommodate up to 2,000 different programs contained on the tape, which is designed for at least one year's use before replacement. A correlating device determines if the decoder is in operating condition. It prevents operation if a wrong serial number has been dialed.



TelePrompTer's Key Tv ■ This is the control box which will be used by TPT in its wired "participation tv" system of pay tv. The unit must first be unlocked, and the customer must press an "accept" bar in order to receive the toll tv program on his receiver. The device, slightly larger than an old fashioned box of kitchen matches, also contains two buttons to permit "yes" and "no" answers to such uses as program ratings, quiz examinations in educational tv, and for ordering merchandise pictured on the tv screen. A record of usage is automatically registered on tape.


HOW TO OPERATE
Turn right knob to TELEMETER
To select Telemeter program turn center knob to A, B or C
Turn left knob for PROGRAM INFORMATION
PRICE CREDIT
85 1.50

Telemeter's Coinbox ■ In the International Telemeter wire system, a coinbox is installed at every pay tv receiver. This instrument includes the necessary mechanism to permit upon the insertion of coins, the toll tv program to pass through and be seen. When a viewer wants the pay tv channel, he turns a knob to "telemeter," and then selects program "A", "B" or "C". The windows on the left show him the price of program. They also indicate any overpayments in the form of credits. The coin boxes must be serviced on a weekly or monthly basis.

viewing become serious, Phonevision said, it could shift to individualized decoders and decoding cards.

How it Works ■ The subscriber operates the decoder by opening a door concealing a dial. A three-position switch is marked "TV" for normal tv viewing, 'PVA" for normal subscription programs and "PVB" for subscription programs that include an inverted video signal in the scrambling process. Then the dial is turned to show the desired three digits and letter in an adjacent window. This turns a decoding tape so the proper electrical contacts can be made through perforations. With 2,000 perforation combinations, a tape is designed to last at least a year.

A correlator circuit serves as trouble shooter, preventing the decoder from operating unless the dial is properly set. Program identification is printed on the billing tape.

Zenith stated it can produce 1,000 decoder units a week, or 52,000 the first year of operation. A minimum goal of 10,000 installations has been set up for the first year. Operation will begin when 2,000 have been installed.

Since there's a three-year limit on the FCC's grant, the company may find it unwise to make costly new installations for less than a two-year period pending permanent acceptance of its system, according to the application.

Zenith-RKO Pact ■ During the period in which pay tv is being offered to subscribers, Zenith must notify RKO of any sale or grant of franchise for Phonevision in cities outside the test market. RKO will have 60 days to decide if it wishes to select such city or cities as one or more of the four additional franchises it is entitled to under its contract. RKO is entitled to only one of the three largest tv markets, one of fourth to sixth, one of seventh to ninth markets, and not over 20% of the national tv market as determined by the number of tv homes. Franchise fees are not to exceed 5% of all revenues of any operation.

During the first year of operation, RKO may end the agreement if it can't obtain 50,000 subscribers or if its expenses to date exceed $10 million. RKO can end the deal during the period of expansion to other cities if it spends or is obligated for $10 million net after deducting income received after taxes.

Teco Inc., Zenith's licensee of Phonevision patents, entered into the franchise contract with RKO General, agreeing to furnish equipment and services. Teco will pay a third of its net profits, before taxes, to Zenith. Net Teco capital consists of 100,000 authorized $10 par shares. A substantial part of TECO's stock is owned by Zenith stockholders and officials.

Cost of construction, including installation of 10,000 decoders, is estimated at $1,676,700, with first-year operation expected to run $1,291,860. RKO General will finance construction and operating costs.

The test market—Hartford—includes

New Britain, New Haven, Springfield and Waterbury and has at least four free television services available.

The applicant stated that in all contracts with program sources it would retain the right to reject programs it considered unsuitable.

Opposed to Pay Tv ■ Opposition to RKO General's application for FCC permission to begin pay tv operation in Hartford went into high gear last week when the "Connecticut Committee Against Pay Tv" was organized.

The committee, mainly theatre exhibitors but open to all who oppose the principle of pay tv, is headed by a steering committee that comprises Herman Levy, secretary, Theatre Owners of America; B. E. Hoffman, Bernard Menschell and Maurice Bailey, Connecticut theatre chain owners all of whom have movie houses in Hartford.

Appointment of Marcus Cohn, senior member of the Washington law firm of Cohn & Marks, as special counsel to fight the RKO General application was also announced last week.

The Connecticut group has kicked off fund raising activities for the Washington battle and also is preparing to promote a public relations campaign to the public.

Albert M. Pickus, president of TOA, said that pay tv in Hartford, "would quickly put many of us out of business. If it ever spread nationally," he said, "it could wipe out the entire motion picture theatre business."

Mr. Pickus urged that the anti-pay tv adherents rally to their side unions, civic organizations, educators, clergymen and other "opinion-makers."

He added: "We must get them excited about this threat to their pocketbook. . . . We must work this way because if we attempt to do it alone, our motives will be suspect as purely selfish."

Five Million in Five Years ■ There is a potential of 5 million homes for wired pay tv in the next five years.

And the community antenna group is the cadre for this nationwide interconnection.

Thus, Irving B. Kahn, president of TelePrompTer, spoke to more than 500 engrossed NCTA members at last Wednesday's luncheon meeting at Miami.

Mr. Kahn's major premise was that catv operators cannot stand still and continue to prosper. Progress is inevitable and desirable, the TelePrompTer chief said. And the next step in cable operation is what Mr. Kahn termed "participation tv."

This is TelePrompTer's term for its wired system of subscription tv (see page 82 for details).

Mr. Kahn, whose company bought its first catv system two years ago (it now owns four—Liberal, Kan., Farmington and Silver City, N.M., and Rawlins, Wyo.), issued a strongly-worded warning to tv networks:

"Quit trying to play both sides against the middle. Stop giving devious support to those would destroy us while at the same time pursuing plans of your own to tap the subscription tv market we have developed."

The pay tv protagonist urged the catv operators to move into pay tv immediately. Otherwise he said, someone else is going to take over "what is rightfully ours."

Mr. Kahn had an ingenious answer to a question whether community antenna systems might not antagonize the television stations it picks up by blacking out a channel for pay tv—or offering such a specially attractive program as to woo viewers away from the off-the-air programs.

He said that in his view the use of the Key Tv device would be of benefit to telecasters and their advertisers. This was through the use of the pay tv channel to permit viewers to actually order products and services following a regular advertising message over the air.

Opposition by AT&T to a subscription service may be cancelled, Mr. Kahn stated, through "major" competition in the microwave field. Presumably Mr. Kahn was referring to Western Union's national interconnection plans. Western Union is a 16% owner of TPT.

Most catv systems use telephone poles to carry their cables. Many contracts between catv systems and Bell companies prohibit in specific or implied language the carrying of non-broadcast programs.

He discussed the philosophy of TPT in providing a continuity of pay tv programs which would develop into something like special features one or two nights a week, plus the merchandising element of his Key Tv feature. This would be sufficient, he said, to underwrite the cost of telephone loops, if not better.

At another point, Mr. Kahn explained that TPT had gone into fight promotion in order to stage "clean" bouts. This was in answer to a question raised from the floor about allegations of gangsters controlling prize fights.

Better Than Expected ■ Mr. MacNamara told the catv operators that the Toronto Telemeter experience has exceeded all expectations. He said that the Etobicoke operation has 3,800 connections, with 1,600 orders on the books. By the end of the summer, he said, there should be 6,000 customers on the lines.

In discussing the experiences Telemeter has had with the operation, Mr. MacNamara disclosed that 50% of the customers had watched the "Ten Com-

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mandments," 30% "Gigi," 25% "FBI Story" and 23% Anatomy of a Murder."

He warned that the Toronto system was still in the novelty stage, but said that perhaps the company might release some grosses this fall.

Opposition to pay tv is beginning to break up, he said. The networks are taking a "second look" at subscription television, he went on, and movie exhibitors are "getting on the bandwagon." He urged catv operators to bring into their ownership movie house owners.

Mr. MacNamara emphasized that his company maintained its belief in a cash system of payment, not a credit one.

Most of Mr. MacNamara's remarks were a repeat of what he has said before and what Barney Balaban, president of Paramount Pictures, said several weeks ago to his stockholders (BROADCASTING, June 13). ITC is owned by Paramount.

TelePrompTer's System ■ "Key tv" is the term used by TelePrompTer Corp. to describe its method of subscription tv over wire.

The heart of the system is a box which will be placed in the home. This is the device which energizes a roll of tape to record the program—or an electronic data processing circuit still under development to relay billing information to a central office.

The system was demonstrated to members of the NCTA last week in Miami. The explanation and demonstration was made by H.J. Schafly Jr., TPT research and engineering vice president.

The key tv apparatus has two elements. One is an actual lock and key which protects the pay tv system from being used accidentally or without authority.

When the key is turned to activate the device, a second step is necessary to receive the toll program. An "acceptance" bar must be depressed. This lifts the filter which has been inserted in the wire circuit to prevent reception of a pay tv program. At the same time it registers the use of the toll channel for the individual program.

This registration is done at a Tele-Record box, attached outside the house on the pole carrying the tap-off line. It contains at present a roll of tape, which must be picked up weekly or monthly to determine charges. Mr. Schalfly said, last week, that TelePrompTer's laboratory is working on a method of interrogating the tapes electronically so that physical collections might not be necessary.

Mr. Schlafly also said that a program of data processing might even obviate the need for tape.

The key tv device also has one other feature which was made much of at the demonstration last week.

It contains two buttons, marked "A" and "B". After the pay tv circuit has become live, and the program has been accepted by the customer, it is possible to register yes and no answers on the tape—or to a central office when electronic reporting is accomplished. Use of this "answering" service, Mr. Schalfly pointed out, showed the possibilities for rating a program, for educational programs with quizzes, and ultimately, possibly, for ordering products from a super-market.

The TelePrompTer "participation tv" is to be tested this summer in two cities —Liberal, Kan., and Farmington, N.M. Both of these systems are owned by TPT.

CATV PROBLEMS

Legislation worries on convention agenda

The decade-old community antenna business faced its moment of truth last week in Miami Beach—and came through its most serious and significant crisis wiser and more mature.

The main problem at the convention of the National Community Television Assn. was the position to be taken on legislation.

By a margin of one vote, the U.S. Senate last month voted to recommit to committee a bill (S-2653) which would put catv operations under FCC licensing jurisdiction (BROADCASTING, May 23).

The second most important problem at the Miami Beach meeting was catv's relations to telecasters—particularly the "10 or 12" situations where there are fighting opposition to antenna operation.

In a series of round-the-clock meetings, the NCTA board submitted for membership vote—to be taken Friday— the following policy positions:

- Oppose all legislation at this time which would regulate communiy cable companies.
- Work to ameliorate any legislation introduced in order that it results in the most favorable terms of catv.
- Come to terms with those telecasters who have waged the fight against cable operation—specifically such broadcasters as Ed Craney, Bill Grove and Rex Howell. Work toward better all around relations with broadcasters.
- Reorganize the association to provide for a (1) paid chief executive (2) revise representation or board of directors by giving greater weight to regional catv organizations, (3) employe an attorney in the headquarters office but

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retain present cause for special assignments, (4) increase dues to bring association budget to over $200,000 (as compared to $175,000 budget today).

- Throw weight of association behind push to force FCC to clear up microwave situation (the commission has held up a number of microwave applications because of protests and policy considerations). Fight for full freedom to use microwave relays to bring in "outside" signals.

Regulation, Pro and Con ■ The major rift at the convention, which attracted more than 500 registrations, concerned legislation. A strong group of northwestern region cable operators took the position that the association needed the umbrella of federal regulations in order to escape the threat of state rate and service regulation.

This attitude was opposed by powerful voices summed up by Milton Shapp, president of Jerrold, in an "open letter" to the catv industry.

Mr. Shapp took the position that there was no need to accept the inevitability of regulation, that regulation of reception was precedent-making and bad and that a détente with the "handful" of broadcasters who were most affected by catv operator could result in the withdrawal of pressures for Congressional aid FCC regulation.

The battle over this, as well as proposals to reorganize the association, seesawed up and down hotel corridors, in hotel suites as well as in board meetings which began Sunday and continued at at two-a-day pace through Wednesday.

In discussions involving the contentions of a number of western broadcasters that catv competition weakens local telecasters which results in depreciated programming and service for the local public, the catv officials emphasized and reiterated that this problem existed only in a limited number of areas and could and should be met—even, as one earnest multiple cable operator declared, "if we have to buy 'em out." Another NCTA official expressed the thought that if a local station actually was forced off the air because of cable competition, the local catv owner would apply for an reestablishment of the local station.

Actually, catv adherents say, there are only 43 "situations where there is a catv operation and a local tv station. And, they repeatedly asserted, only about 11 of these are critical.

These include such communities as Helena, Mont.; Tyler, Tex.; Huntsville, Ala.; Grand Junction, Colo.; Yuma, Ariz.; Charleston, W.Va.

The convention—the eighth annual meeting of the NCTA—covered such topics as income opportunities, cost reduction, operation and maintenance, accounting and promotion.

TV WRITERS BACK ON JOBS

WGA negotiates contract, pay raise, with ATFP and major picture firms

Writers of tv film programs went back to work last week for companies who are members of the Alliance of Television Film Producers and for the tv branches of the major motion picture organizations. Terms of the contract drafted by the negotiation committees of Writers' Guild of America and ATFP (At Deadline, June 20) were also accepted by the Assn. of Motion Picture Producers in weekend negotiating sessions and ratified by WGA's tv branch members on June 19.

On Thursday (June 23) negotiations were resumed between WGA and the tv networks covering writers of filmed programs produced by the networks. A new WGA network contract for writers of live radio and tv program material was achieved earlier in the year. Thursday's meeting began in the afternoon, at which time there was confidence that agreement based on the pattern of the ATFP and AMPP settlements would be reached without undue delay. However, after it had recessed for dinner and resumed again in the evening, early optimism about an immediate agreement had all but disappeared.

Principal terms of the contract are:

(1) The contract is to be for six years from the date on which the strike was terminated (June 20, 1960, for ATFP and AMPP).

(2) Minimum salary scales are to be increased 10% for the first two years of the contract, plus an additional 5% compounded increase the second two years.

(3) A joint fact-finding commission including members of WGA and of the producers' associations and an independent accounting-engineering firm will be established to determine a royalty formula where writers will receive their original salary for first runs only and will receive a minimum of 4% of the absolute gross on all reruns, domestic and foreign, in perpetuity. The commission will use writers' tv residual payments over the past five years as a basis to determine the royalty percent-

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age, with 4% of the world gross as the floor.

Rights Reserved ■ The producers reserve the right to reject the commission's recommendations at the end of the first two years of the contract. In this event, the third and fourth years of the contract will maintain the existing 140% of minimum residuals formula. During the final two years of the agreement, both WGA and the employers must accept the commission's findings. All tv films produced and released after the royalty plan goes into effect will be eligible for the percentage of world gross.

(4) A non-contributory health and welfare plan is to be financed by producers' payment equal to 5% of the initial agreed compensation for each writer, with a ceiling of double the minimum scale. The plan is to be jointly administered by the guild and the producers and is to be continued during royalty formula payments.

(5) Provisions for pay tv are: Producers agree that before releasing films made for free television to pay tv, they will negotiate an agreement for this use. If no agreement is reached, WGA may cancel its free tv agreement. Before engaging any writer to write films intended primarily for pay tv, the employer must notify the guild of its intentions. If no agreement or fees is reached, WGA will be free to instruct its members not to write scripts for pay tv.

(6) Improvements in installment payments to writers were agreed on.

(7) Also improvements in relation to credits and in the provisions for speculative writing.

Directors' merger off

The Directors Guild of America has announced that it has decided to stop merger negotiations with the Screen Directors International Guild. A memorandum to SDIG by DGA cited what it called various 'hostile acts" by SDIG. The latter represents directors employed at many film production companies in the East. The DGA represents members employed by radio and tv networks throughout the country and film production organizations on the West Coast and in other parts of the U.S.

DAYTIME AT CBS-TV
Two new serials and a game show added

Serials will continue to dominate the daytime programming on CBS-TV. Larry White, director of daytime programming for the network, revealed daytime plans last week in Hollywood, where two new half-hour dramatic series will originate. The new season's schedule will also include a game show, first to be added since the quiz scandal broke last fall.

"Entertainment, with no advice, no agony, is the basis of our program formula," Mr. White stated. The housewives who comprise the majority of the daytime tv viewers "get tired of hearing nothing but childish voices from morning to night, so we try to give her adult voices, to listen to if not to converse with. And because women are interested in the drama of emotional rather than physical conflict, we try to mold our daytime dramas to that frame.

"We don't try to talk down to our audience. We consider them as adults and we treat them that way. We've come a long way from the old radio daytime programs. Today, the most successful serials are those with the most fully developed three-dimensional characters.

"We're going to originate our new programs in Hollywood, rather than in New York where the others are produced. We feel we can get top notch acting and directing in Hollywood, where actors and directors are used to the two-day and 2½-day shooting schedules of tv filmed shows and so can fit easily into the tempo of the live daytime drama, where lines and business must be learned fresh each day. The actors we want are here, and directors are here and the writers are here too."

Two Soap Operas ■ The two new serials, each a half hour program, five days a week, are *Far Horizon* and *Full Circle*. The first is the story of a family whose head is an Army man stationed at Cape Canaveral, a drama of family life under special circumstances set against the larger background drama of the development and testing of new military weapons. Written by Manya Starr and produced by Charles Palacheck, with Joe Behar and Hal Cooper as directors, *Far Harizon* will co-star Phyllis Avery and Ed Kemmer.

A different kind of a story, that of a successful Don Quixote, a man who feels a responsibility toward others and an obligation to help them, is depicted in *Full Circle*. The leading characters are played by Robert Fortier, Jean Byron and Dianna Cannon. Bill Barrett is the writer, Norman Morgan the producer, Bill Howell and Livia Granito the directors.

Addition of *Far Horizon* and *Full Circle* will give CBS-TV a total of nine dramatic serials in its daytime schedule five half-hour dramas and four quarter-hour ones.

The new game, *Video Village*, is designed purely for fun, Mr. White said. Basically it is the traditional children's game of a spaced trail along which the players move from "start" to "home," with rewards or penalties that speed up or retared their progress. The trial is laid out on the stage of the studio. The players move themselves rather than pieces of metal or wood. "You might call it Parchesi with people." Prizes are small; the game's the thing. The goal is to provide an entertaining half-hour for both the participants in the studio and the viewers watching in the home audience.

The addition of a game show is being made to give CBS-TV a more balanced daytime schedule and if *Video Village* succeeds in attracting a satisfactory number of viewers it could possibly be the forerunner of more programs of this type.

Full CBS-TV daytime schedule for the fall season is (all times are New York time):

10-10:30 a.m.—**December Bride** (reruns)
10:30-11 a.m.—**Video Village**
11-11:30 a.m.—**I Love Lucy** (reruns)
11:30-12 noon—**Far Horizon**
12-12:30 p.m.—**Love of Life**
12:30-12:45 p.m.—**Search for Tomorrow**
12:45-1 p.m.—**Guiding Light**
1-1:05 p.m.—**News**
1:05-1:30 p.m.—Station time
1:30-2 p.m.—**As the World Turns**
2-2:30 p.m.—**Full Circle**
2:30-3 p.m.—**Linkletter Houseparty**
3-3:30 p.m.—**The Millionaire** (reruns)
3:30-4 p.m.—**The Verdict Is Yours**
4-4:15 p.m.—**Brighter Day**
4:15-4:30 p.m.—**Secret Storm**
4:30-5 p.m.—**Edge of Night**
5 p.m.—Station time

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CBS-TV wins Emmy sweepstakes

There were roughly half as many Emmy awards to go around this year, and CBS-TV accounted for most of these, thus winning back a race lost to NBC-TV last year.

The score after the Academy of Television Arts & Sciences telecast last Monday (June 20, NBC-TV, 10-11:30 p.m.): CBS 14 Emmies, including the special Trustees Award made to President Frank Stanton; NBC 5 and ABC 2. One syndicated show, Hana-Barbera Productions' *Huckleberry Hound*, broke into the winners' circle, taking the statue for outstanding children's programming. General Electric took technical honors for its low-light color camera tube.

A 24th award was announced two days after the telecast, a special citation to two companies and two producers-directors for the Nixon-Khrushchev debate taped for color tv last summer. Cited were the Ampex Corp., RCA, Michael R. Gargiulo and Richard Gillaspy (both were loaned by NBC to RCA for the American color television exhibit in Moscow; Mr. Gargiulo now is with Goodson-Todman Productions). The Academy recognized their cooperative effort in taping the debate July 25 and getting it on American networks. This citation was not presented on the awards telecast because of time shortage.

Twenty-seven academy leaders picked Dr. Stanton for the Trustees Award, stating that the president of CBS Inc. "by forthright and courageous action has advanced immeasurably the freedom of television as an arm of the free press and in so doing has strengthened the total freedom of television." The citation continued, "In honoring Dr. Stanton, the trustees seek to express their deep concern for television's freedom to carry out its vital responsibilities as a medium of information and discussion."

These were the other 1960 Emmy awards, as between the networks.

DR. STANTON

Forthright and courageous

ABC ■ Film editing, Ben H. Ray and Robert L. Swanson for *The Untouchables*; performance by an actor in a series, Robert Stack of *The Untouchables*.

CBS ■ Public affairs and education program, *Twentieth Century* series; drama writing, Rod Serling, *Twilight Zone*, various episodes; comedy writing, Sam Perrin, George Balzer, Al Gordon and Hal Goldman, *Jack Benny Show*; music, *Leonard Bernstein & The New York Philharmonic*; variety or musical program or series, Harry Belafonte—"Tonight With Belafonte," Dec. 10, 1959, *Revlon Revue*; art director and scenic design, Ralph Berger and Frank Smith, "The Untouchables," April 20 and 27, 1959, on *Westinghouse-Desilu Playhouse*; cinematography, Charles Straumer, the same episodes of *Westinghouse - Desilu Playhouse*; camera work, *Winter Olympics*; documentary writing, Howard K. Smith and Av Westin, "The Population Explosion," Nov. 11, 1959, on *CBS Reports*; variety program, *Fabulous Fifties*, Jan. 31; comedy direction, Ralph Levy and Bud Yorkin, *Jack Benny Hour Specials*; drama program, *Playhouse 90* series; series performance by an actress, Jane Wyatt, *Father Knows Best*.

NBC ■ Humor program, Art Carney special, *VIP*, Dec. 4, 1959; single performance by an actor, Laurence Olivier, *The Moon and Sixpence*, Oct. 30, 1959; single performance by an actress, Ingrid Bergman, "The Turn of the Screw," on *Ford Startime*, Oct. 20, 1959; news program, *Huntley-Brinkley Report*, drama direction, Robert Mulligan, *The Moon and Sixpence*.

The awards show was sponsored by Procter & Gamble's Lilt home permanent and Greyhound, both through Grey Advertising. Bob Finkel was executive producer of the two-city origination, starring Fred Astaire as m.c. in Hollywood and Arthur Godfrey in New York. Awards were based on ballotting among 6,000 ATAS members. Additional area awards were made by chapters around the country. Walter Cronkite of CBS-TV, national academy president, was on assignment in Tokyo at the time of the awards show last week, but appeared on film to review ATAS activity and pledge the organization to serve the industry and public.

New video tape firm

Formation of a new mobile video tape production company in Chicago has been announced.

The new firm, Tele-Tape Productions, is headed by Phil Bodwell, president; John Natale, vice president; and Ray Fruetel and Richard Riedel, board members. All formerly were with NBC Central Div. Headquarters for Tele-Tape Productions is 434 W. Chicago Ave., Chicago.

Mr. Bodwell claimed that video tape as a technique is "here to stay" and cited "tremendous interest" among agency personnel for commercials and programs.

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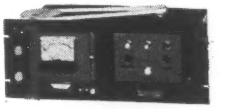

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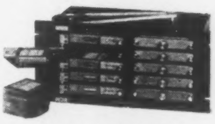

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Trend is to sponsored 5-minute news

A marked increase in the number of sponsored five-minute newscasts on radio networks occurred during the 1950s, according to a survey of news directors conducted by the NAB research department.

In a second analysis of questionnaire returns showing newscast patterns since 1953, announced last week by Richard M. Allerton, research manager, the network trend was traced to increased emphasis on weekend newscasts as well as weekday growth. (First analysis in BROADCASTING, June 6).

Taking newscasts as a whole, it was found that radio stations are devoting twice as much time to world and domestic news roundups as was true seven years ago. A significant increase was shown in one-minute local news programs and declining interest in quarter-hour newscasts since NAB's last news study in 1953.

"Large and small stations have shown a tendency away from interest in five-minute and 15-minute local news programs toward the shorter one-minute and 10-minute format," Mr. Allerton found. Medium stations also show a liking for the shorter format in 1960, with a tendency toward the one and five-minute local news programs.

Little Rip 'n' Read ■ Most stations do at least some editing or rewriting of wire service copy, according to the NAB study. "A few edit or rewrite all wire copy and only a very few stations read the copy as it comes across the wire," Mr. Allerton reported.

A "strong tendency" was found away from the highlight summary technique followed by details toward a "treat each item separately" format. Many news directors contended headlines were superfluous and time-consuming. Considerable opposition was found to rapid-fire newscasts. Some of the respondents commented that headlines are necessary to newspapers to catch attention but radio doesn't need gimmicks. "If a person is listening, you already have his attention," respondent observed.

Reviewing the sponsorship side of news, the NAB study found five-minute news programs "are easily sold." The number of such programs has shown a marked gain since 1953. Sponsorship of 15-minute newscasts has dropped along with the number on the air.

A question dealing with location of commercials in 10 and 15-minute newscasts showed fewer stations place them at open-and-close or middle-break. Instead there is a trend to air commercials at all three positions—open, close and middle, or occasionally at two middle breaks, before weather or open and before-closing story.

Starting Times ■ More stations are starting newscasts on the hour and half-hour than was the case in 1953 though some still start at five minutes before the hour and 25 minutes after the hour.

"The style most popular in radio news delivery is that of brief, simply grasped phrases and sentences containing easily understood words, all of which can be readily understood by the listening public," Mr. Allerton said.

"Fewer news directors are concerned with the order in which they receive news items, preferring to assemble, group and plan their own arrangement of items and details. Radio news departments have achieved a greater degree of professionalism during the past seven years, partly by the very passage of time and partly by the greater degree of emphasis in radio on the news service."

A heavy majority of news directors feel the big news of the day demands repetition, it was found.

Among large stations (10-50,000 kw), the average time devoted to world and domestic roundups per week is more than 12 hours, while the average for the smallest stations (100-250 w) is nearly 11 hours a week. Among the medium stations (500 w-5 kw), the weekly average is slightly more than nine hours.

■ Film sales

The Robert Herridge Theater (CBS Films) (first listing)

Sold to KCOP (TV) Los Angeles, WCBS-TV New York, KOMO-TV Seattle, as well as to the Australian Broadcasting Commission and the Canadian Broadcasting Corp.

Background: A 26-episode package, produced by Mr. Herridge, which offers special treatments of classic American short stories, original dramas, adaptations of well-known one-act plays, jazz shows, ballet and pantomime.

Diver Dan (Young Productions Inc.) (first listing)

Sold to WWL-TV New Orleans; WGN-TV Chicago; KXTV (TV) Sacramento; WGR-TV Buffalo and KOMO-TV Seattle.

Background: New series now in production features "live mermaids and a collection of talking fish who tell the story of underwater life."

Deputy Dawg (CBS Films)

Sold to H.W. Lay & Co., Chamblee, Ga., through Liller, Neal, Battle & Lindsey, Atlanta, for 45 markets, still to be cleared in Alabama, Georgia, Florida, Indiana, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Virginia, West Virginia and Washington, D.C. Also sold to WNDU-TV South Bend, Ind.; KONO-TV San Antonio; WCAU-TV Philadelphia; WGAN-TV Portland, Me., and WKBW-TV Buffalo, N.Y.

Now in **20** markets.

Campy's Corner (Heritage)

Sold to WXYZ-TV Detroit; WTMJ-TV Milwaukee; KPHO-TV Phoenix; KOLD-TV Tucson, and WHEN-TV Syracuse, N.Y.

Now in **35** markets.

Program notes

Sports special ■ Emerson Yorke, producer of all five of the official Little League baseball motion pictures, has completed a filmed half-hour sports special, *This is Baseball,* which includes action close-ups of many major league players, an interview with Baseball Commissioner Ford C. Frick, a visit to baseball's Hall of Fame at Cooperstown, N.Y., and a sequence on the origin and growth of the Little League. Tom Harmon, veteran sportscaster, serves as commentator of the program, written by Joseph Johnson.

Shades of Fiorello ■ Television Personalities Inc. going to put famed detective Dick Tracy on tv as a cartoon character. A series of 208 five-minute shows are being produced for national distribution to stations across country. TP hopes to capitalize on the readership of some 80 million, in 580 newspapers for Chester Gould's daily comic strip.

ABP

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Summer radio ■ WGMS Washington, D.C., has initiated what it terms "a new concept for summer radio in the Nation's Capital." *Summer Music Festival,* the station's new feature, will highlight concert broadcasts from some of the world's great music festivals and outdoor concert halls. Among those scheduled are the "Festival Casals 1960" from Puerto Rico, Boston "Pops" concerts from the Esplanade on Boston's Charles River, the "Haydn Festival" in Budapest, Hungary, and the stereophonic concerts by the Army, Navy, Marine and Air Force bands from Washington's Watergate Amphitheatre. The summer programming schedule will continue through August 31.

Open conference ■ News Assoc. Inc., Washington, has announced it will offer its weekly half-hour panel program *Radio News Conference* for general distribution. Heretofore its distribution has been limited chiefly to NAI news service clients. Leading national and international political figures have appeared on the program since its inception in December 1959.

Fight for 'Queen'

ABC-TV said last week it would add *Queen For A Day* to its daytime schedule next season, but NBC-TV said it would sue to keep the show now running weekdays, 2-2:30 p.m. EDT.

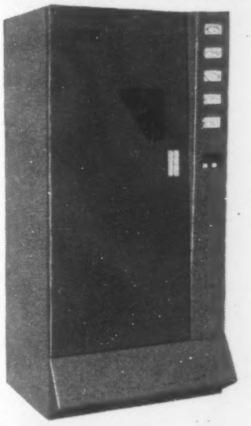
Announcement of the *Queen* acquisition by Giraud Chester, daytime programming vice president of ABC-TV, said that network could negotiate for the show because the present contract, ending this December, contained no renewal or extension rights. NBC, on the other hand, says it has an oral agreement and wants a five-year extension. ABC and the packager have been so notified. The program will complete five years on NBC-TV at the end of this year.

Feature payments

Financial footnote to post '48 features: Screen Actors Guild reports it has distributed $615,000 to approximately 1,800 guild members in payment for tv exhibition of 82 post '48 RKO theatrical features, sold to tv through C&C Television Corp. and C&C Super Corp. Under agreement signed in 1957 with Matthew H. Fox, C&C president, payments have been made at rate of $17,083 per month. Formula for payment to each actor included one-half of one day's pay of then-existing minimum per picture, plus approximately 6% of actor's original earnings in picture.

GATES BC-1T

The Recognized Leader in 1 KW AM Transmitters



★ **A NEW SOUND**—true high fidelity ★ **COMPLETE WITH DUMMY ANTENNA**—an engineer's dream ★ **LONG TUBE LIFE**—proven 833A's add thousands of hours ★ **ACCEPTANCE**—largest selling 1 KW manufactured today ★ **SPECIAL MODEL FOR CLASS IV STATIONS**—flip the switch for change in power ★ **IN STOCK FOR PROMPT DELIVERY**—factory tested to your frequency

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY
Subsidiary of
Harris-Intertype Corporation
QUINCY, ILLINOIS

RADIO ÉIREANN

(The statutory authority for television and sound broadcasting in Ireland.)

invites applications for the position of

DIRECTOR GENERAL

of television and sound broadcasting. The Director General will be directly responsible to the Authority for all aspects of operation of the services. Essential qualifications include experience of administration and organization in television, preferably with knowledge of programming and production. Sound broadcasting and commercial experience desirable. Salary commensurate with qualifications and experience. The appointment will be on a contract basis.

Applications to:
Administration Officer
Radio Éireann
General Post Office
DUBLIN, IRELAND

Crown's modern day 'Treasure Hunt'

The Crown Station's 1958 "Treasure Hunt" series was such a success that an encore series was scheduled this year.

In 1958, the treasure hunts began in New York and worked their way westward. This year the procedure was reversed. San Francisco agency people got first crack at the fun and prizes on June 2; Los Angeles timebuyers got in on the excitement June 9; New York got into the picture June 20, and Chicago's agency people get their turn tomorrow (June 28).

Broken into teams of five persons, the treasure hunters were given a list of clues.

Among those the San Franciscans had were a visit to the city jail, where each team was given a bag of 100 Chinese fortune cookies, one of which contained a clue to the next point in the hunt. An airline terminal locker turned up a piece of audio tape, but no machine to play it on. Another point along the trail was a beatnik joint where the call of "cool man, cool" was the final clue, leading to the crowns, each frozen in a 300-pound cake of ice.

New York clues led participants to such places as a department store window, where one team member had to make another up as a pirate; a bowling alley, where at least one member had to make a strike or spare and to such points as a flea circus, Grand Central Station, Madison Park, the RCA Bldg., a taxi-dance establishment and an indoor miniature golf range.

If the treasure hunting was hard work, the rewards made it all worthwhile for the five winning teams. First team awards were one Volkswagen auto and four color tv sets. The second team got five mink stoles; third team, five Frigidaire air conditioner's; fourth team, five Bell & Howell 8mm movie projectors, and fifth team, five Polaroid Land Cameras.

Stations hosting the hunts were KING-AM-TV Seattle, KGW-AM-TV Portland, Ore., and KREM-AM-TV Spokane.

In San Francisco ▪ With the winner's wreath aloft, Pat Ashby, BBDO, prepared to crown the cab driver who drove the team to victory. Pat is flanked by her co-winners, Gael Douglass, Long Adv. (l), and William B. Franklin of Guild, Bascom and Bonfigli. Other winners were Stan Colberson, Lennen & Newell, and Charles Bier, C&W.

his!)
NEW YORK · NEWAR

In New York ▪ Ohrbach's 34th St. window never looked like this before! In a first step of the treasure hunt, participants were "made up" as pirates. Jack Kelly (l) applies the proper touches to Merril Grant of Benton & Bowles. Dan Kane of Ellington does the same for Ed Fonte, SSC&B.

Lenny will return

If music is the language of the emotions, CBS Radio listeners are responding in kind. Some 15,000 wrote at network President Arthur Hull Hayes' broadcast invitation, sending love, warm regards and threats to stop listening to CBS if the network ever quit broadcasting New York Philharmonic concerts. In fact, CBS used a quotation as the title of a picture presentation: "If the Philharmonic Goes, I Go." The book goes on to profile the national Philharmonic audience with letter quotations under these sections: "remembering audience," "involved audience," "new audience," and "audience in search of a sponsor." Appended are 52 major companies represented in the mail and 74 educational institutions. A postscript on the back cover announces the annual return of the Philharmonic to CBS Radio Oct. 1.

Art on tv

Washington viewers are painlessly exposed to culture through a series of one-minute *Moments in Art* spread through the broadcast day of WTTG (TV) there. For sports fans George Bellow's fight canvasses and Thomas Eakin's boatrace oil paintings are shown between wrestling shows. Art of interest to children is scheduled at the peak hours of juvenile viewing. The re-

Let there be music

What do a city's musicians do when the winter music season is completed? In many major cities (New York, Boston, Chicago, Philadephia and others) there is no problem because of summer music festivals. But in Pittsburgh musicians, were faced (until this year) with a summer of unemployment or, as usually proved the case, a mass annual exodus where musicians were forced to look elsewhere for employment. Many never returned to the city's Opera Society, symphony orchestra and other groups.

Now, because of the efforts of 10 civic minded citizens (headed by industrialist Paul Benedum) and KDKA-TV Pittsburgh, local citizens can enjoy the music of the 40-piece Pittsburgh Pops Orchestra and the emigration of musicians has decreased.

The group's premiere engagement was a one-hour telecast on KDKA-TV. The new orchestra can be hired as a complete or divided unit, including a Dixieland band.

Following the telecast, KDKA-TV was flooded with congratulatory phone calls, including two which confirmed immediate bookings.

productions are gathered with the cooperation of Washington's National, Phillips and Freer Galleries.

Each painting is accompanied by explanatory text read by the announcer, facts about the picture and the artist and apropriate music.

WJPS' Air Force 'Flight'

The Air Force got 100 recruits and WJPS Evansville, Ind., got a "well done" from the Air Force as the result of a two-week recruiting campaign the station conducted as a public service. At its completion a record hop was held by WJPS for the new airmen and their girls. A flight queen was crowned and showered with gifts from local sponsors.

A parade through Evansville featured three AF recruiting busses with the station's call letters. The Boeing flight taking the new men to Texas was dubbed "The New WJPS-United States Air Force Flight" by the service. Program Director Jim Hearon, who organized and executed the promotion, is preparing a brochure describing the steps he took. WJPS says it will be happy to send a copy to any station interested in launching a similar venture.

Anniversary Celebration

Big plans have been drafted to celebrate the 35th anniversary of WCSH Portland, Me., which claims to have been the state's first commercial outlet. Special programs will be aired on WCSH and WCSH-TV on July 13, the date in 1925 the former signed on. Some of the original air personnel of that era will be featured, including Linwood T. Pitman, the announcer who opened the station and who is presently executive and publicity director of both operations.

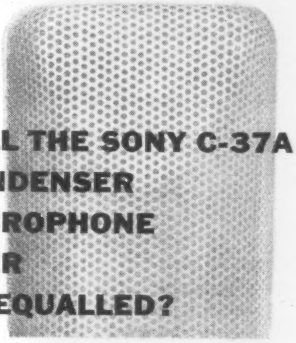
A contest with prizes totaling $3,000 including an automobile, will be held. Over 200,000 plastic capsules will be distributed throughout Portland containing numbers from 1 to 35. Prizes go to those collecting a complete series and combinations adding up to 35. Billboard, taxi posters, extensive use of the station's survey, 10-foot balloons, giveaway souvenirs and birthday cakes for advertising clients are all part of the landmark celebration.

■ Drumbeats

Olympic effort ■ KYW Cleveland has started a two-week campaign to raise money to help support the U. S. Olympic teams in Rome this summer. More than 200 one-minute spots are being aired, each recorded by Olympic stars of past and present from Cleveland—Jesse Owens, Harrison Dillard, David Hayes and Carol Heiss Jenkins and others. The sports stars explain the significance of the international games. News Editor Neil Flanagan originated the idea and spots were supervised by producer-director John Wellman.

Chug, chug ■ Close to 15,000 people watched the Antique Auto Tour sponsored by WOOD-AM-TV Grand Rapids, Mich., on June 4-5. It was the sixth year the stations had promoted the parade of ancient (from 1905) autos throughout the Grand Rapids area. The colorful array of vintage vehicles included Appersons, Packards, Rolls-Royce and Pierce Arrows. The stations carried on-the-spot reports of the tour.

Tennis trophy ■ WOWO Fort Wayne, Ind., in cooperation with the mayor's campaign to promote interest in high school tennis, has presented the new City Tennis Commission a trophy to be presented to the high school team winning the annual tournament. The



WILL THE SONY C-37A CONDENSER MICROPHONE EVER BE EQUALLED?

Probably. Within the next 5 to 6 years other manufacturers may learn the Sony technique of producing the remarkable gold membrane used in the C-37A diaphragm capsule.

Until then, the Sony must be considered the only perfect microphone in the industry. $295 *(Complete with power supply.)*

For information or literature write:
Superscope, Inc., Dept. 3,
Sun Valley, California.

SONY
SUPERSCOPE *The Tapeway to Stereo*

winning team's school will be inscribed on the trophy and it will hold it for the year of its supremacy.

Student composers ■ WNBQ (TV) Chicago has launched a search for the orchestral composition which best reflects the life and spirit of that city. The station is offering a $1,000 prize for the top original work and will feature the winning selection in an NBC Chicago concert by orchestra leader Joseph Gallicchio on a special telecast some time this fall. The contest is open to any U.S. citizen between the ages of 17 and 26 who is registered during 1959-60 at an accredited university, college or music conservatory in WNBQ's coverage area. Manuscripts of compositions, required to run 8 to 20 minutes in length, must be submitted by Aug. 1 to "Music Composition Contest," P. O. Box 3465, Chicago 54, Ill.

Nolo contendere ■ Listeners of KRAK Stockton-Sacramento, Calif., were allowed 114 words or less to tell why they hated contests in an anti-contest conducted for the grand prize of $1 million in "authentic reproductions" of Confederate money. Why 114 words? Station's frequency is 1140 kc. What to do with the prize? If the South should rise again open a bank—or perhaps go to jail for counterfeiting.

Star bright ■ KGO-TV San Francisco will showcase the stars in its summer festival of feature films. Each week will be devoted to showing outstanding pictures of a single movie star, starting July 3. The schedule will be led off by Clark Gable with six of his movies to be shown on consecutive nights. Spencer Tracy, Wallace Beery, June Allyson, Judy Garland and Lana Turner are among the others who will be similarly honored. George Rice, KGO-TV program director, says, "We feel this will give viewers an opportunity to see for themselves the true greatness of a star and his talent when he is seen in a variety of contrasting roles in some of his most famous movie hits."

FATES & FORTUNES

Broadcast Advertising

Mr. Biklen

Paul Biklen joins Ogilvy, Benson & Mather, N.Y., as account supervisor. He had previously been with N.W. Ayer, N.Y., as vp and account supervisor. Prior to his 8-year association with Ayer, Mr. Biklen was supervisor for Fuller & Smith & Ross, N.Y.

Henry C.L. Johnson, formerly vp and senior account supervisor at J.W. Thompson Co., N.Y., joins Lippincott & Margulies, industrial designers, that city, as assistant to president. Responsibilities will entail marketing expansion.

Thomas W. Hanlon, Albert W. Reibling, both account executives at Ted Bates, elected assistant vps. Mr. Hanlon is account executive on Fleischmann Distilling Corp., Div. of Standard Brands, and Mr. Reibling is on Brown & Williamson account.

Ranson R. Dunnell and **Clarence H. Russell** elected vps of Potts-Woodbury Inc., Kansas City advertising agency.

Wilber B. Downes, account executive at Donahue & Coe, N.Y., elected vp.

Clarence L. Strock, copy supervisor with Klau-Van Pietersom-Dunlap, Milwaukee, promoted to vp and chairman of plans board.

Sam Fink and **H. Kenneth Hayes** appointed creative director and copy director, respectively, in Chicago office of Young & Rubicam. Mr. Fink, vp and art director, assumes newly created position of creative director. Mr. Hayes formerly was associate copy director and has been with agency for 12 years.

Mr. Fink

Mr. Hayes

Ben R. Migdow, secretary at M.M. Fisher Assoc., Chicago, elected executive vp.

Mr. Cowen

Jerome J. Cowen, formerly of Cunningham & Walsh, N.Y., joins Kenyon & Eckhardt, that city, as vp and account supervisor. Mr. Cowen, who joined C&W 19 years ago as research assistant, was later made copywriter, assistant account executive, as well as account executive and account supervisor. He was named vp and director of account management in 1954, general manager of San Francisco office in 1957, and elected executive vp in charge of west coast operations in 1958.

Jack S. Pettersen, previously head of own agency, and formerly vp of Kenyon & Eckhardt, returns to Norge Div., of Borg Warner Corp., as marketing director, succeeding **Walter C. Fisher,** appointed vp, sales last March. Mr. Pettersen will direct all home appliance merchandising operations, including advertising (with an estimated $10 million annual budget) and sales training. He previously was with Norge from August 1954 to July 1956 as merchandising and dealer development director.

Francis E. Sammons, formerly with publicity department, J. Walter Thompson, N.Y., joins Ted Bates, that city, as vp, director of publicity and pr.

Albert F. Remington named assistant to president of D.P. Brother Co., Detroit.

Herbert Klauber, formerly advertising director of Lanolin Plus, appointed account director of Gillette Labs Div. of Gillette Co. account and on Deep Magic brand of Toni Co.

R. C. CRISLER & CO., INC.

Business Brokers Specializing in Television and Radio Stations

4 Offices To Better Serve You . . .

CINCINNATI, O. Paul E. Wagner, Fifth Third Bank Bldg., DUnbar 1-7775
WEST COAST Lincoln Dellar & Co., Santa Barbara, Calif., WOodland 9-0770
OMAHA, NEB. Paul R. Fry, P.O. Box 1733 (Benson), TErrace 9455
NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

(Gillette Div.) at North Adv. Chicago. **James R. Sanders,** formerly account supervisor at Foote, Cone & Belding, named account director on Toni, Tonette and Silver Curl.

John D. Held, formerly of Fuller & Smith & Ross, N.Y., joins Dancer-Fitzgerald-Sample, that city, as tv commercial producer. **Sandy Semel,** fomerly of Mogul, Williams & Saylor, N.Y., joins D-F-S as tv commercial producer.

Mrs. Leona Murphy, media director of Stoetzel & Assoc., Chicago, elected president of Women's Advertising Club, that city.

E. Anthony Ernst, formerly Minneapolis advertising manager of *Fortune* magazine, to Foote, Cone & Belding, Chicago, as account supervisor on Minneapolis-Honeywell account.

MR. DUNLAP

Orrin E. Dunlap Jr., vp of institutional advertising and publications at RCA resigns. Mr. Dunlap, who will continue to serve RCA as consultant, joined company's executive staff in 1940 as manager of information department, post he held until 1947, when he became vp of advertising and publicity (title was later changed to vp, institutional advertising and press relations).

AAA elections

Billy I. Ross, head of advertising sequence in U. of Houston dept. of journalism & graphic arts, elected national dean of American Academy of Advertising, national organization for educators and practitioners. Other new officers: **Daniel S. Warner,** U. of Washington, national associate dean; **Edward J. McGee,** Babson Institute, national registrar, and **George T. Clarke,** New York U., national bursar. Regional deans: **Lawrence E. Bretsch,** U. of Rhode Island; **Roland Hicks,** Pennsylvania State College; **Algin B. King,** College of William & Mary; **Dr. Royal H. Ray,** Florida State U.; **C.H. Sandage,** U. of Illinois; **J.S. Schiff,** Pace College; **F.B. Thornburg,** U. of Tennessee; **H. Dean Wolfe,** U. of Wisconsin; **John E. Mertes,** U. of Oklahoma; **James E. Dykes,** U. of Kansas; **Robert A. Sprague,** Whitworth College; **Dr. Clinton L. Oaks,** Brigham Young U.; **Robert V. Zacher,** Arizona State U.; **Max Wales,** U. of Oregon; **Charles Dirksen,** Santa Clara U.; and **Charles E. Wolff,** Long Beach State College.

New research vps at Benton & Bowles

DR. LIPSTEIN

MR. STANTON

DR. WILKINS

Dr. Benjamin Lipstein, Frank Stanton, associate research directors, and **Dr. Arthur H. Wilkins,** director of advertising and developmental research at Benton & Bowles, N.Y., named vps in research department. Dr. Lipstein, who joined company in 1958 as project director, was previously technical director of Market Planning Corp.; vp and technical director, Audits & Surveys, as well as serving for five years as statistical consultant, U.S. Bureau of Labor Statistics. Mr. Stanton was research executive with National Analysts Inc. before joining B&B in 1958. Dr. Wilkins, former sociology instructor, Brown U., did copy and motivation research for Dancer-Fitzgerald-Sample, N.Y., and Young & Rubicam, that city.

MR. RIES

Alfred R. Ries, account executive at Needham, Louis & Brorby, New York, and previously member of advertising-sales promotion department of General Electric Co.'s Apparatus Div., elected vp.

Francis C. Gillon joins Hume, Smith, Mickleberry Adv., Miami, as radio-tv director. He formerly was with Ambro Adv., Cedar Rapids, Iowa, as vp and account executive.

John E. Sullivan, formerly on Corn Products account at Donahue & Coe, N.Y., joins Lambert & Feasley, that city, as account executive in Listerine group.

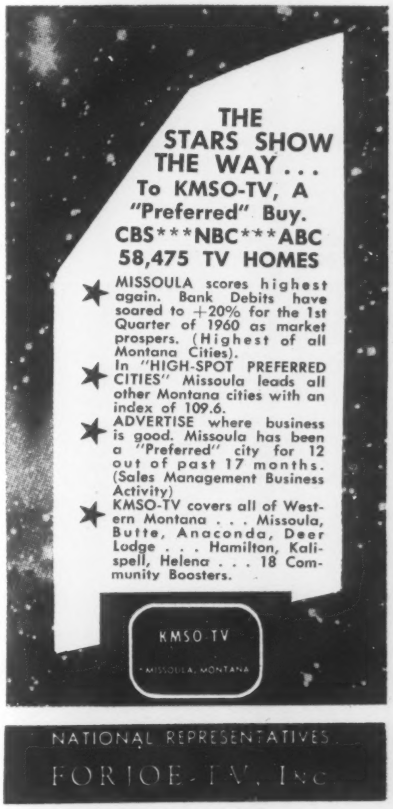
Diana Beeton, formerly estimator at Ted Bates, N.Y., joins BBDO, that city, as assistant casting director.

Stan Spero, sales vp of KMPC Los Angeles, elected president of Hollywood Advertising Club, succeeding **Felix Adams,** vp of Radio Recorders. Other new officers: **George Allen,** Guild, Bascom & Bonfigli, first vp; **Bob Light,** Southern California Broadcasters Assn., second vp; **Lem Bailey,** Lem Bailey Co., treasurer; **Jan Victor,** product publicist, secretary; **Len McLean,** Southern California Gas Co., vp for pr.

The Media

Melvin B. Wright appointed executive vp and general manager of Skyline TV Network (KID-TV Idaho Falls and KLIX-TV Twin Falls, both Idaho, KXLF-TV Butte, KXLJ-TV Helena, KFBB-TV Great Falls and KOOK-TV Billings, all Montana). Prior to joining Skyline Network, Mr. Wright was manager of station operations for Hawaiian Broadcasting System in Honolulu.

Al Lavel, commercial manager at KXEL Waterloo, Iowa, appointed general manager, succeeding **Frank Tirico,** vp and general manager of KXEL, who was promoted to executive vp of Cy Bahakel Stations of which KXEL is one. **Robert Proctor,** general manager



THE STARS SHOW THE WAY . . .
To KMSO-TV, A "Preferred" Buy.
CBS***NBC***ABC
58,475 TV HOMES

★ MISSOULA scores highest again. Bank Debits have soared to +20% for the 1st Quarter of 1960 as market prospers. (Highest of all Montana Cities).

★ In "HIGH-SPOT PREFERRED CITIES" Missoula leads all other Montana cities with an index of 109.6.

★ ADVERTISE where business is good. Missoula has been a "Preferred" city for 12 out of past 17 months. (Sales Management Business Activity)

★ KMSO-TV covers all of Western Montana . . . Missoula, Butte, Anaconda, Deer Lodge . . . Hamilton, Kalispell, Helena . . . 18 Community Boosters.

KMSO-TV
MISSOULA, MONTANA

NATIONAL REPRESENTATIVES
FORJOE-TV, INC

of WLBJ Bowling Green, Ohio, named to succeed Mr. Lavel at KXEL.

Mr. Hodges

Hamilton Hodges named station manager of WIBW Topeka, Kan. He has been national sales coordinator with station for past three years. He joined WIBW in 1936 as air personality.

Sam S. Smith named president and general manager of KRML Carmel, Calif. **Betty A. Wells** appointed secretary-treasurer of Carmel Broadcasting Co.

Lou Garris, formerly sales manager-program director at WFMD Frederick, Md., appointed station manager at WJEJ-AM-FM, Hagerstown, Md.

Selvin Donneson, sales manager for WWRL New York, named vp in charge of sales.

David O. Ives, assistant general manager for community relations and finance for WGBH-FM-TV Cambridge, Mass., educational stations. He succeeds **Phillip Allen** who resigned.

Patrick J. Callihan, previously station relations associate at National Educational Tv & Radio Center, N.Y. and formerly production and facilities manager at WMBS (TV) East Lansing, Michigan State U. educational outlet, returns to station as manager.

Robert A. McClanathan joins KPAM and KPFM (FM) Portland, Ore., as chief engineer. He formerly had similar position at KEX, that city.

William Fallon appointed regional sales manager of WICE Providence and will head station's Boston office. He formerly was market research analyst with Sullivan, Stauffer, Colwell & Bayles, N.Y.

Robert E. French appointed sales manager of WTVN-FM Columbus, Ohio.

Charles Vais, formerly sales manager of KICN Denver, joins Intermountain Network in similar capacity.

Richard Stahlberger, formerly sales promotion manager of WCBS New York, named WCBS radio sales specialist, N.Y. office, CBS Radio Spot Sales. **James X. Mullin,** assistant to Mr. Stahlberger, becomes sales promotion manager. **Louis Frankel,** publicity director, named director of public information.

Richard W. Epp, account executive at Gardner Adv., St. Louis, joins The Katz Agency that city, in tv sales department.

Donald Macfarlane, formerly station manager of WBZY Torrington, Conn., joins sales staff of WVIP Mt. Kisco, N.Y.

Mr. Dennis

Mr. Paul

Ed Paul and **Harry Dennis,** national sales manager and chief engineer of WERE Cleveland, respectively, appointed vps of Cleveland Broadcasting Inc. (WERE Cleveland, WLEC Sandusky, Ohio, and WERC Erie, Pa.). Mr. Paul becomes vp in charge of operations of WERC and WLEC and Mr. Dennis becomes engineering vp of all three stations.

Arthur Simon, advertising manager of *Radio-Television Daily,* elected president of New York Chapter of Broadcast Pioneers. Other officers: **Charles Godwin,** Mutual Broadcasting System, **Vincent Lopez,** conductor, and **Peggy Stone,** Radio-TV Representatives, all elected vps. **Samuel Kaufman,** NBC, named secretary and **Robert J. Higgins,** BMI, treasurer.

Mr. Wheeler

Harry Wheeler, sales manager at WCOP Boston, joins WHDH-AM-FM-TV, that city, as local sales manager. Mr. Wheeler, 20-year veteran in broadcasting, was formerly New England representative for Ziv Television Programs, and for six years headed his own station representative firm.

Raymond L. Quinn, assistant program director of WWDC Washington, promoted to supervisor of program operations for WWDC-FM.

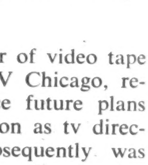
Thomas G. Flynn transferred from supervisor of video tape department at ABC Chicago to management engineering staff of WBKB (TV), that city, as engineer in charge of video tape operations.

Scott Young, director of video tape operations at WBBM-TV Chicago, resigns and will announce future plans shortly. He joined station as tv director in 1950 and subsequently was named assistant program director before assuming present post.

Ross Donaldson, director of script services at NBC-TV, named director of creative services. **W. Preston Wood,** program development executive, becomes manager of script services.

Sherman Headley, assistant manager of WCCO-TV Minneapolis, elected president of Minnesota Broadcasters Assn., succeeding **Robert E. DeHaven.**

C. Merritt Trott, formerly account executive at WTIC-TV Hartford, to WNHC-TV New Haven, both Connecticut, in similar capacity.


Mr. Ruwitch

Lee Ruwitch, WTVJ (TV) Miami, elected president of Florida Assn. of Broadcasters, succeeding **Lawrence A. Rollins** of WSIR Winter Haven. **Joseph S. Field Jr.,** WIRK West Palm Beach, elected radio vice president; **Fred Shawn,** WSUN-TV St. Petersburg, tv vice president; **Norman O. Protsman,** WNER Live Oak, secretary-treasurer.

Patterson knocked out Johansson at 11:04.

UPI transmitted the picture at 11:14.

UNITED PRESS INTERNATIONAL

Richard Kimball, formerly of George P. Hollingbery Co., Chicago, joins Blair Tv Assoc., that city, as account executive.

Robert M. Hetherington, previously vp and general manager of KXLW Clayton, Mo. and formerly sales manager of WIL St. Louis, to sales staff of KWK, that city.

Robert J. Smith, formerly production manager for WTVO (TV) Rockford, Ill., promoted to program director.

Gil Faggen named assistant program director of KYW Cleveland. He formerly was in charge of spot sales programming. Other changes: **Sanford Markey,** news director, to director of public affairs; **Lawson Deming,** executive producer, retains position but concentrates in new field of creating spot commercials; and **John Wellman,** sports program production, appointed production supervisor.

Charles Breece appointed program director of WFBM Indianapolis, succeeding **Robert Yeager** who resigned. Mr. Breece formerly was air personality with station.

Bob Dean joins KEX Portland, Ore., as assistant program director. He formerly was program director of KLMS Lincoln, Neb.

Sidney J. Palmer, formerly with KARK-TV Little Rock, Ark., to WIS-TV Columbia, S.C., as producer-director.

Donald D. Sullivan, KVTV (TV) Sioux City, Iowa; **T. B. Baker Jr.,** WIAC-TV Nashville, Tenn., and **August C. Meyer,** WCIA (TV) Champaign, Ill., elected to three-year terms on board of CBS-TV Affiliates Assn. They succeed, respectively, **William B. Quarton** of WMT-TV Cedar Rapids, Iowa, who has been chairman of affiliates' group; **T.B. Lanford,** WJTV (TV) Jackson, Miss. and **Leslie Johnson,** WHBF-TV Rock Island, Ill.

Irvin E. (Elly) Dierdorff joins Eckels & Co., station rep, Boston. He formerly was with WCOP, that city, as creative sales director.

James J. Cusack, formerly buyer at Benton & Bowles, to New York tv sales staff of WGN-TV Chicago.

Charles J. MacGuire, formerly account executive at BBDO, N.Y., joins CBS-TV production sales in similar capacity.

Bernard Kvale, formerly of National Adv. Co., Div. of Minnesota Mining & Mfg., joins Avery-Knodel, Chicago, radio sales staff.

Honorary degree ■ Mrs. A. Scott Bullitt, head of King Broadcasting Co. (KING Seattle and KREM Spokane, both Washington, and KGW Portland, Ore.) and member of NAB TV Code Board was congratulated by **A. F. Ritchie,** president of Pacific U., after she had received honorary Doctor of Humane Letters degree from the university. Adjusting the doctoral hood are (l.) **Dr. Leving Reynolds Jr.** dean of the university, and **Dr. James Wahl,** dean of College of Optometry.

Joseph Wallach, controller for Puritan Sportswear Corp., Altoona, Pa., appointed chief controller for KFSD Inc. His duties will include accounting for KSFD-AM-FM-TV San Diego, Calif.

Verne Hester appointed operations supervisor of Greenville, S.C., office of WLOS-TV Asheville, N.C.

Herb Charles, formerly of WRCV-AM-TV Philadelphia, to WKBZ Muskegon, Mich., as director of news and special events.

Thomas A. Taylor, account executive in Chicago office of Peters, Griffin, Woodward, elected president of Chicago chapter of Station Representatives Assn. Inc. Also elected were **Charles Compton,** The Meeker Co., vp; **Jerry Glynn,** AM Radio Sales, treasurer; **Sy Thomas,** Radio-TV Representatives, secretary.

Gene Karaganies, traffic manager of KTLA (TV) Los Angeles, elected president of The Pirates, city's public information radio & tv educational society whose members are public service personnel from stations, networks and charitable agencies.

Florence Cyhel, Potts-Woodbury Inc., elected president of Kansas City Chapter of American Women in Radio and Television, succeeding **Barbara Draper** of KCMO, that city.

Robert McGonagle, formerly newsman at WBIC Bayshore, Long Island, N.Y., joins WHLI Hempstead, L.I., as news reporter.

William Mason, formerly farm director at WLS Chicago, to WBBM, that city, as farm service director, succeeding **George Menard,** transferred to WBBM-TV as farm personality.

Robert B. Hance III, chief copywriter for WBAL-TV Baltimore, named as-

Bauer Kit

1 Kw TRANSMITTER

The "Bauer Kit" Model 707 is the only 1000/250 watt AM transmitter with *Silicon Rectifiers* in all power supplies, a *Variable Vacuum Capacitor* and a *Constant Voltage Transformer.* Your assurance of maximum reliability and optimum performance. All components are standard items available at local sources.

Assembly of the "Bauer Kit" is actually easier than many consumer audio kits – the wiring harness is furnished completely pre-fabricated and coded. And when you complete the transmitter it will be fully inspected, tested and *guaranteed* by the Bauer Electronics Corporation.

Bauer 1 Kw Transmitter
(In Kit Form) $3495.00*

Bauer 1 Kw Transmitter $4495.00*

*FOB Burlingame, California

Bauer
ELECTRONICS
CORPORATION
1011 Industrial Way · Burlingame, Calif.

sistant promotion manager.

Brice Howard, joins National Educational Television & Radio Center, N.Y., as program associate in social sciences.

Carleton Miller, formerly of WBNX New York, joins WFYI Garden City, Long Island, N.Y., to produce and host new weekend show, *For Your Information.*

Michael Botula, formerly of WRIV Riverhead, Long Island, joins announcing staff of WVIP Mt. Kisco, both New York.

Bryce Bond joins WVOX New Rochelle, N.Y., as air personality. He formerly had similar position at WNOR Norfolk, Va.

Sid Davis, formerly air personality at KFOR Lincoln, to KOIL-AM-FM Omaha, both Nebraska, in similar capacity.

Bruce Lawrence, on-the-air promotion executive with WFGA-TV Jacksonville, Fla., named promotion assistant.

Ted Krec, formerly radio-tv editor of *Long Beach* (Calif.) *Press Telegram and Independent,* joins KTTV (TV) Los Angeles in publicity department.

Horace R. Vann and **Ashby Ward** join WBTW Florence, S.C., as announcers. Mr. Vann formerly was with WIST Charlotte, N.C., and Mr. Ward with WDKD Kingstree, S.C.

Dave Nellis, formerly news editor at WCKR and WCKT (TV) Miami, to WVCG Coral Gables, Fla., as announcer.

Bob Cook and **Hank de Vega** join KNOB (FM) Long Beach, Calif., as disc jockeys. **Chuck Carey** rejoins KNOB as air personality following military service.

Bill Vance, formerly program director at KILE Galveston, to KILT Houston, both Texas, as air personality.

Bob Kirby named air personality with WTCN Minneapolis. He formerly was with WGHN Grand Haven, Mich.

Jack Pyle rejoins WRCV Philadelphia as air personality. He had been with station four years ago when he left.

Bob Brady and **James Blair** join WTTM Trenton, N.J., as air personalities.

Alan Smith, formerly with WTTM Trenton, N.J., to KVTV (TV) Sioux City, Iowa, as staff announcer.

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NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

Dave Manning, formerly with WLWD Dayton, Ohio, to WLWT (TV) Cincinnati as staff announcer.

Bill Furlong, sports columnist for *Chicago Daily News,* signed to handle nightly 15-minute sports commentary on WFMQ (FM), that city.

Programming

Al de Caprio, director of *Phil Silvers Show* on CBS-TV, joins Theatre Network Television, N.Y., as director of programs.

Selmer (Sonny) Chalif, in charge of liaison with advertisers and agencies for Screen Gems, Hollywood, named general assistant to William Dozier, vp in charge of west coast activities.

Lloyd Krause, United Artists Assoc., N.Y., promoted from account executive to eastern division sales manager.

Arthur L. Manheimer, formerly of National Screen Service Corp., Chicago, joins Trans-Lux Tv Corp., that city, as midwest division manager.

Richard J. Rising, national merchandising manager of Capitol Records Distributing Corp., N.Y., becomes assistant director of international department, effective August 1.

Leonard (Buzz) Blair named to produce *The Brighter Day,* daytime serial on CBS-TV.

Lewis R. Foster signs with Walt Disney to direct new tv series, *Daniel Boone,* scheduled for release this fall with Dewey Martin in the title role.

Elliott Lewis will produce *Flight of the Robin,* new tv series which Ziv-United Artists is preparing for fall release. **William Conrad** signs to produce *Klondike.*

Joseph Ryan, formerly of Gotham Records, joins Music Makers, N.Y., engineering staff.

Jaques Rupp, formerly with Walt Disney and UPA Pictures, joins Animation Inc. as designer.

Equipment & Eng'ring

Clyde W. Kaericher, formerly executive with Minneapolis-Honeywell Regulator Co., joins Telex Inc., St. Paul, Minn., as vp in charge of corporate affairs.

Joseph Roberts, formerly transmitter project engineer for RCA Camden, N.J., to Industrial Transmitters & Antennas Inc., Lansdowne, Pa., producer of fm broadcast and communications equipment.

Bertram Green, Wallace Hickman, Albert H. Katz and **Kevin Redmond**

FCC praises late Frieda Hennock

Funeral services for former FCC Commissioner **Freida Hennock Simons,** 55, were held last Wednesday (June 22) in Temple Sinai, Washington. Miss Hennock died Monday following an operation four days earlier to remove a brain tumor (AT DEADLINE, June 21).

Last week, the commission adopted a resolution praising Miss Hennock for her ". . . distinguished contribution to its [FCC] work during the challenging period of television's growth." The FCC resolution continued:

"Perhaps foremost among the endeavors for which Miss Hennock will be long remembered was her devotion and impressive championship of policies which have made possible the establishment and continuing growth of educational television . . . Gifted with a keen intellect and endowed with tireless energy, Miss Hennock ceaselessly and unflaggingly dedicated her extraordinary capacities to the highest goals of the nation's communications services.

"The commission is deeply saddened by her passing, which in a tragic and untimely way has removed from the scene a truly valiant spirit."

Miss Hennock, the only woman ever to be a member of the FCC, served as commissioner under an appointment by President Truman from 1948-55. She married William H. Simons, Washington real estate man, in 1956 and had practiced law since leaving the FCC.

In 1951, President Truman nominated Miss Hennock to a New York federal district judgeship. The appointment was opposed, however, by the state bar association and she asked that it be withdrawn.

all promoted to department heads at Amperex Corp., Hicksville, Long Island, N.Y. Mr. Green heads industrial tube applications, Mr. Hickman microwave applications, Mr. Katz transmitting and communication tube applications, and Mr. Redmond semiconductor applications.

Kurt R. Machein, marketing manager of Ampex Corp., Redwood City, Calif., international liaison group, appointed head of new video engineering department.

W. Allen Moorhead, personnel manager for Raytheon Co.'s semi-conductor plant at Newton, Mass., promoted to division personnel manager.

William G. Frick, formerly field sales manager of RCA's Radio and Victrola Div., Camden, N.J., to Zenith Sales Corp. as merchandising assistant to president.

Government

Jay D. Bond, hearing examiner for FCC, transfers to Atomic Energy Commission July 1 in similar capacity. Mr. Bond entered Government service after World War II, as assistant counsel in office of general counsel, Navy Dept. He later became enforcement attorney in office of Price Administration. Mr. Bond transferred to FCC in 1946 as attorney in am facilities section and as commission counsel at am hearings. He was appointed hearing examiner in June, 1947.

Allied Fields

MR. DRUCK

MR. ROTMAN

Kalman B. Druck named president and **Morris B. Rotman** board chairman of newly-formed pr firm, Harshe-Rotman & Druck, which combines eastern operations of Harshe-Rotman and Kalman B. Druck Inc. Former will continue national operations from Chicago headquarters and Los Angeles office, with Mr. Rotman as president; Mr. Druck as member of executive committee.

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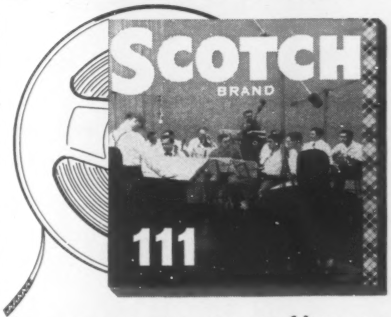

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International

Dr. John A. Dawson, economist with Dept. of Agriculture, Ottawa, Ont., to economics research director of the Board of Broadcast Governors.

J. Ray Peters, commercial manager for past six years of CHCH-TV Hamilton, Ont., named manager of CHAN-TV Vancouver, B.C.

Gerry Gaetz, manager of CJCA Edmonton, Alta., named managing director of Selkirk Holdings Ltd., Edmonton, holding company for number of Alberta radio and tv stations.

Richard G. Seaborn, concert master of Winnipeg Symphony Orchestra, named musical director of CJAY-TV Winnipeg, Man.

Robert W. Willan, commercial manager of CKLY Lindsay, Ont., to retail sales department of CJSP Leamington, Ont. **Ron Maynard,** farm editor of CJSP named farm director.

William Stoeckel, national sales representative of CFRB Toronto, Ont., promoted to manager retail sales.

Deaths

J. Ellsworth Rogers, 61, president and general manager of CFRB Toronto, Ont., and co-founder of station in 1927, died of heart attack June 14. He became president of CFRB last year, following death of **Harry Sedgwick.** With his late brother E.S. Rogers, who died in 1939, he founded CFRB after his brother had invented the first batteryless radio tube.

Ralph K. Strassman, 85, retired vp of old Ward Wheelock Co., Philadelphia advertising agency, died June 15. He previously was owner of *Redbook* magazine and advertising director of *Chicago Tribune.*

Herbert F. Zimmerman, 47, office manager of Needham, Louis & Brorby, Chicago, died June 19. He joined agency's art department in October 1941 and following year organized and head traffic department.

John W. Alicoate, 70, publisher of *The Film Daily* and *Radio & Television Daily,* died June 21 of coronary thrombosis.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

June 16 through June 22. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

Existing Tv Stations

CALL LETTERS ASSIGNED

KAIT-TV Jonesboro, Ark.—George T. Hernreich.

WHNB-TV New Britain, Conn.—Connecticut Tv Inc. Changed from WNBC (TV).

WFTV (TV) Clearwater, Fla.—West Coast Telecasting Corp. Changed from WFEN-TV.

KGIN-TV Grand Island, Neb.—Electron Corp.

KFUR-TV Santa Fe, N.M.—Santa Fe Telecasting Co.

WNBC-TV New York, N.Y.—National Bcstg. Co. Changed from WRCA-TV.

New Am Stations

APPLICATIONS

Tucson, Ariz.—L.G. Gilmore, 830 kc, 1 kw D. P.O. address 2641 E. 10th St., Tucson, Ariz. Estimated construction cost $29,080, first year operating cost $45,000, revenue $55,000. Applicant owns trailer court. Ann. June 20.

Colorado Springs, Colo.—William S. Cook, 1530 kc, 1 kw D. P.O. address 4402 Marble Hall Rd., Baltimore 18, Md. Estimated construction cost $23,325, first year operating cost $12,000, revenue $15,000. Applicant is electronic engineer, former 50% owner of WFDS-FM Baltimore, Md. Ann. June 20.

Utica, N.Y.—Fusco Bcstg. Corp., 1550 kc, 1 kw LS P.O. address % Michael C. Fusco, Hotel Hamilton Bldg., Utica, N.Y. Estimated construction cost $26,015, first year operating cost $60,000, revenue $80,000. Principals include **Michael** and **Daniel Fusco,** equal partners. Michael Fusco, in advertising, is former employe of WKTV (TV) Utica, N.Y. Daniel Fusco is employe of WRUN Utica, N.Y. Ann. June 16.

Lovell, Wyo.—BGH Corp., 1050 kc, .250 kw D. P.O. address % A.D. Gaddis, 231 E. Main, Lovell, Wyo. Estimated construction cost $14,500, first year operating cost $18,000, revenue $24,000. Principals include **A.D. Gaddis,** 50%, **Conrad E. Bales** and **Joe C. Henry,** 25% each. Mr. Gaddis in hardware, is former stockholder in KIML Gillette, Wyo. Mr. Bales is stockholder in KIML Gillette, Wyo., and in KIMB Kimball, Neb. Mr. Henry is stockholder in KWIV Douglas, KIML Gillette, both Wyoming, KIMB Kimball, Neb. Ann. June 15.

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DIstrict 7-8531

Existing Am Stations

APPLICATIONS

WAOV Vincennes, Ind.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. June 17.

WGLI Babylon, N.Y.—Cp to increase daytime power from 1 kw to 5 kw, changes in DA-D pattern (DA-1 to DA-2) and install new trans. (1290 kc). Ann. June 17.

KGOS Torrington, Wyo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. June 15.

New Fm Stations

APPLICATIONS

Phoenix, Ariz.—E. Edward Jacobson, 103.5 mc, 25 kw. P.O. address 6907 Melrose Ave., Los Angeles, Calif. Estimated construction cost $30,000, first year operating cost $8,400, revenue $9,600. Applicant is licensee of KJLM-FM San Diego and KGLA-FM Los Angeles. Ann. June 13.

Buffalo, N.Y.—Percy B. Crawford, 99.5 mc, 117.2 kw. P.O. address Box 1, Philadelphia 5, Pa. Estimated construction cost $61,755, first year operating cost $31,000, revenue $36,000. Applicant has interests in WPCA-TV Philadelphia; WDAC-FM Lancaster, both Pennsylvania; WYCA-FM Hammond, Ind.; WMUZ-FM Detroit, Mich.; WMFP-FM Ft. Lauderdale, Fla., and KDMI-FM Des Moines, Iowa. Ann. June 15.

Laurens-Clinton, S.C.—Laurens-Clinton Bcstg. Co., 100.5 mc, 10.4 kw. P.O. address Box 642, Laurens, S.C. Estimated construction cost $7,500, first year operating cost $5,000, revenue $5,000. Applicant fm will duplicate some programming of WLBG Laurens, S.C. Ann. June 20.

Houston, Tex.—Walter D. Caldwell, 98.9 mc, 1.94 kw. P.O. address 408 Amarillo Bldg., Amarillo, Tex. Estimated construction cost $16,372, first year operating cost $36,000, revenue $45,000. Applicant is independent gas and oil operator. Ann. June 15.

Houston, Tex.—Joel S. Kaufmann, 93.7 mc, 18.46 kw. P.O. address 1328 New York Ave., N.W., Washington, D.C. Estimated construction cost $31,925, first year operating cost $65,000, revenue $75,000. Applicant holds cp for WDJK Atlanta, Ga. Ann. June 15.

Bellingham, Wash.—Market-Casters Inc., 104.1 mc, 17.75 kw. P.O. address 708 Fifth Ave. S., Seattle, Wash. Estimated construction cost $17,771, first year operating cost $72,000, revenue $80,000. Principals include James G. Talbot, 85.1%, James D. Rolfe, 12.65%, and others. Market-Casters is owner of KMCS-FM Seattle. Ann. June 14.

Yakima, Wash.—David Z. Pugsley, 106.3 mc, .888 kw. P.O. address Rt. 1, Box 268, Tieton, Wash. Estimated construction cost $6,700, first year operating cost $2,000, revenue $7,500. Applicant is employe of KNDO-TV Yakima, Wash. Ann. June 16.

Existing Fm Stations

APPLICATIONS

KATT (FM) Woodland, Calif.—Mod. of cp (which authorized new fm broadcast sta-

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tion) to change frequency from 95.3 mc, ch. 237 to 102.5 mc ch., 273, increase ERP from 750 w to 32.9875 kw, change type trans. and ant. Ann. June 15.

CALL LETTERS ASSIGNED

KMMK (FM) Little Rock, Ark.—Hi-Fi FM Bcstg. Co.

KEZE (FM) Anaheim, Calif.—Hi-Fi Bcstrs. Inc. Changed from KDOG.

KRKY (FM) Denver, Colo.—Plains Radio Bcstg. Co.

WINF-FM Manchester, Conn.—Manchester Bcstg. Co.

WBMI (FM) Meriden, Conn.—Silver City Crystal Co. Changed from WMMW-FM.

WATR-FM Waterbury, Conn.—WATR Inc.

*WGTB-FM Washington, D. C.—Georgetown U.

KBGN-FM Caldwell, Idaho — Christian Bcstg. Co. of Idaho.

WELG (FM) Elgin, Ill.—Elizabeth G. Coughlan.

WCTW-FM New Castle, Ind.—Courier-Times, Inc. Changed from WCTW (FM).

WGLM Richmond, Ind.—House of Sound, Inc.

*KTCF (FM) Cedar Falls, Iowa—Iowa State Teachers College.

WKOA-FM Hopkinsville, Ky.—Pennyrile Bcstg. Co.

WFAU-FM Augusta, Me.—Twin City Bcstg. Co.

WTBO-FM Cumberland, Md.—Cumberland Valley Bcstg. Corp.

WPLM-FM Plymouth, Mass.—Plymouth Rock Bcstg. Co.

WFUR-FM Grand Rapids, Mich.—Furniture City Bcstg. Corp.

WQIX (FM) Jackson, Mich.—Booth Bcstg. Co. Changed from WBBC (FM).

KFMV (FM) Minneapolis, Minn.—Plains Radio Bcstg. Co.

WBAG-FM Burlington, N.C.—Burlington-Graham Bcstg. Co. Changed from WFNS-FM.

KDEF-FM Albuquerque, N.M. — KDEF Bcstg. Co.

WOSC-FM Fulton, N.Y.—Cassill Radio Corp.

WNBC-FM New York, N.Y.—National Bcstg. Co. Changed from WRCA-FM.

WFFM (FM) Cincinnati, Ohio—Plains Radio Bcstg. Co.

*WCMO (FM) Marietta, Ohio—Marietta College.

KFMC (FM) Portland, Ore.—Plains Radio Bcstg. Co.

WJCW-FM Johnson City, Tenn.—Tri-Cities Bcstg. Inc. Changed from WJHL-FM.

WMC-FM Memphis, Tenn.—WMC Bcstg. Co. Changed from WMCF (FM).

KMFM (FM) Corpus Christi, Tex.—Master Music Inc. Changed from KDMC (FM).

KDDD-FM Dumas, Tex.—Dumas Bcstrs. Inc.

*KBUY (FM) Provo, Utah—Brigham Young U. Changed from KBRG (FM).

WAVY-FM Portsmouth, Va.—Tidewater Teleradio, Inc.

WBVA (FM) Woodbridge, Va.—S&W Enterprises, Inc. Changed from WWCN (FM).

KPRN (FM) Seattle, Wash.—Plains Radio Bcstg. Co.

Ownership Changes

APPLICATIONS

KGEE Bakersfield, Calif.—Seeks transfer of control of **KGEE Inc.** from **Marterto Productions Inc.** and **Seer Inc.** to **KMO** Inc. for $110,000. Principals are **Carl E. Haymond**, 93%, and **Carl D. Haymond**, 7% owners of KMO-AM-TV Tacoma, and KIT Yakima, both Washington. Ann. June 10.

KTVU (TV) Oakland, Calif.—Seeks assignment of license from **San Francisco-Oakland Tv Inc.** to **National Bcstg. Co.** by stock transfer of 110,843 shares of RCA common (voting), to be distributed to stockholders in San Francisco-Oakland, in exchange for all assets, property, contractual rights and obligations, business, good will and liabilities of KTVU (TV). Total transaction amounts to over $7.5 million. Ann. June 7.

KIUP Durango, Colo.—Seeks transfer of control of **San Juan Bcstg. Co.** from **Price Wayt, M. L. Cummins, T. F. Keeling**, approx. 11% each, and others, to **KIUP Inc.** for $330,000. Purchaser is **Ralph Louis Atlass**, director of AM Radio Sales. Also seeks assignment of license from San Jose to KIUP Inc. Ann. June 21.

WROD Daytona Beach, Fla.—Seeks transfer of control of **Daytona Beach Bcstg. Corp.** from **Mining Journal Co.** and **Iron Mountain Publishing Co.**, 40% each, and **James F. McDonough**, 20%, to **Mining Journal** and **Iron Mountain**, 50% each, for $10 and other considerations. Ann. June 9.

KWIK Pocatello, Idaho—Seeks transfer of control of **Pocatello Radio Inc.** from **William T. Woods, Harlan E. Miles, John W. Lewis** and **Marvin Mollring** to **Bannock Bcstg. Inc.** for $21,230. Bannock Bcstg. is wholly-owned subsidiary of **Jerrold Electronics Corp.** (**Milton J. Shapp**, board chairman). Jerrold is applicant for tv station in Flagstaff, Ariz. Ann. June 13.

WCBC-AM-FM Anderson, Ind. — Seeks transfer of control of **Civic Bcstg. Corp.** from **Paul E. Billheimer** and **Jenny Billheimer** to **Alfred B. Smith, Wendell Hansen** and **Loren F. Bridges.** Civic Bcstg. is owned by **Great Commission Schools Inc.**, a non-profit organization. Retirement of board members causes need for transfer of control with no financial consideration involved. Alfred B. Smith is licensee of WGGO Salamanca, N.Y. Wendell Hansen has interest in WMNE Menomonie, Wis. Mr. Bridges is radio consultant in station planning, general manager of Civic Bcstg. Ann. June 14.

WFTG London, Ky.—Seeks transfer of control of **London Bcstg. Co.** from **Elmo Mills**, 66⅔%, to **Herman G. Dotson** and **John B. Dotson**, 16⅔% each, for $2,250. Mr. Mills will retain ⅓ interest in station. Herman Dotson is 50% owner of WNRG Grundy, Va., 34% owner of WCPM Cumberland, Ky., and, with John B. Dotson, formerly had interest in WMNF Richwood, W.Va. Ann. June 17.

WDAY-AM-TV Fargo, N.D.—Seeks transfer of control of **WDAY Inc.** from Mr. & **Mrs. E.C. Reineke**, 55% owners, to **Forum Publishing Co.** for $900,000. Holders of voting stock in Forum are stockholders in WDAY Inc. Ann. June 15.

WEMJ Laconia, N.H.—Seeks assignment of cp from **Lawrence Bcstg. Co.** to **New Hampshire Bcstg. Corp.** Lawrence will retain 50% interest in corporation with same stockholders: **George H. Jaspert** 30%, **Eileen M. Jaspert** and **George H. Jaspert III**, 10% each. No financial consideration involved. Ann. June 16.

KJMK North Syracuse, N.Y.—Seeks assignment of license from **James A. McKechnie** to **Sol Panitz** and **Barry Winton** equal partners, for $75,000. Principals also own WQSN Charleston, S.C. Ann. June 13.

WHLO Akron, Ohio—Seeks assignment of license from **WHKK Bcstg. Co.** to **Radio Akron Inc.**, merger into parent corporation. No financial consideration involved. Ann. June 20.

WKGN Knoxville, Tenn.—Seeks transfer of control of **WKGN Inc.** from **Abe D. Waldauer**, 50%, **George P. Mooney**, and Donel Lynch, 14.3% each, and others to **Mr. Waldauer**, 41.18%, **Messrs. Mooney** and **Lynch**, 17.65% and others, by means of stock retirement, issuance of common stock, no financial transaction involved. Ann. June 15.

KFJZ-TV Fort Worth, Tex.—Seeks assignment of license from **Texas State Network Inc.** to **NAFI Telecasting Inc.** NAFI will lease property for $400,000 for first five years, $825,000 for second five years and $875,000 for third five years. NAFI will also purchase certain assets for $650,000 and will pay $250,000 for agreement not to compete. Option to purchase for $1 million after expiration of 15-year lease. NAFI is group headed by **Harry L. (Bing) Crosby Jr.**, board chairman. The firm is owner of KPTV (TV) Portland, Ore., KCOP (TV) Los Angeles, Calif., and KXYZ Houston, Tex. Ann. June 21.

KUDY Renton, Wash.—Seeks transfer of negative control of **Cutie Radio Inc.** from **Music Concessions Inc.** (**Robert Reisdorff**, president), 50%, to **KWG Bcstg. Co.** for $56,000. Purchaser is **Hale Bondurant**, owner of KWG Stockton, Calif. Ann. June 15.

Hearing Cases

INITIAL DECISIONS

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of Lake Huron Bcstg. Corp. for new tv station to operate on ch. 9 in Alpena, Mich. Ann. June 16.

OTHER ACTIONS

■ Commission on June 17 granted petition by E. Anthony & Sons for extension of time for filing comments and replies to Sept. 1 and Sept. 16, respectively, in tv rulemaking proceeding affecting New Bedford, Mass.-Providence, R.I. Ann. June 17.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

■ Granted petition by Booth Bcstg. Co. (WSGW) Saginaw, Mich., and extended to August 17 time to file exceptions to initial decision in proceeding on its am application. Action June 20.

**By Chief Hearing Examiner
James D. Cunningham**

■ Scheduled hearings in following proceedings on dates shown: Sept. 7: Applica-

Continued on page 104

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
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- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Station manager for Texas kilowatt, immediate opening. Sales, announcing experience required. Must assume responsibility. Salary $5,400.00 plus bonus based on gross. Interview required. Box 903A, BROADCASTING.

We have number one property in a three station metro market of 125,000. Excellent opportunity for man with sales experience who is capable of managing this station. $10,000 plus incentive. Box 947A, BROADCASTING.

California Here You Come! Join the California Gold Rush of the Golden Sixties! Here's your big chance to make the move to sunny California. We're building a brand new station (the second) in a California market that is really booming with a gigantic military installation. We need a manager, a sales manager, and sales staff. We'll pay top salaries . . . you'll have excellent opportunities for advancement with our expanding station group. You can name your own deal as manager or sales manager if you are worth $750.00 per month guarantee plus some form of profit-sharing. Apply in detail (including photograph) to Box 986A, BROADCASTING. All replies treated with strictest confidence.

Sales

Permanent career in radio sales at prestige adult appeal station for solid, creative salesman with experience, initiative and desire to make money. Southern coastal medium market; well rounded economy. Account list with excellent potential. Write Box 812A, BROADCASTING.

Salesman for S.C. station in good market must be hustler interested in eventual management opportunity. $100.00 weekly plus incentive bonus. Furnish detailed information as to experience, age, education and photo. Box 909A, BROADCASTING.

Experienced salesman for radio-television stations under same ownership. Middle Atlantic states. Excellent opportunity for man seeking permanent location. Give full details, Box 939A, BROADCASTING.

Is there an outstanding radio time salesman in New Mexico, Arizona, Colorado, Utah, Idaho who is looking for an opportunity? Quality programming, ABC Network. Will be in Utah, Idaho early July for interviews. Phone or write Radio Station KRSN, Los Alamos, New Mexico.

Experience required. Topnotch salesman. $7,500.00 plus opportunity. Must be a self starting hustler. Al M. Farber, Manager, KXGI, Fort Madison, Iowa.

Openings on sales staff of the outstanding growth station in the nation's eleventh market. Top accounts available. Contact Pat Tuschman, WABQ Radio, Cleveland, Ohio.

WOW—There's money to be made in the WOWland area for the right salesman. If you want in and can sell . . . contact the fastest growing station in the nation. WWOW, Conneaut, Ohio.

Midwest placement! Write Walker, Broadcast Division, 83 So. 7th St., Minneapolis 2, Minnesota for application.

Announcers

Two experienced negro deejays for large eastern metro station. One must be top personality, the other a summer replacement staffer. Excellent pay. Rush tape, resume and photo. Box 723A, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer—with 1st class ticket. Top job, start at once. Box 883A, BROADCASTING.

Announcer-salesman for established western Pennsylvania station. Must have proven ability. Format operation. $100 per week, up. Box 902A, BROADCASTING.

Announcer-chief engineer for 1 kw small town daytimer . . . Good engineering job and fair announcing required. $100.00 weekly plus free hospital insurance for man and family. Send complete details in reply. Box 908A, BROADCASTING.

Need capable experienced announcer with first ticket, sufficient technical knowledge for emergency repairs. No maintenance required, only emergency repairs. Excellent salary in top rated station in large western Pennsylvania market. This is permanent position in growing organization with good opportunities for promotion, unexcelled opportunity for good experienced announcer with first class ticket. Send tape and resume. Box 913A, BROADCASTING.

Wanted to hire: A combo man with first class ticket. Emphasis on announcing. Send particulars to Box 940A, BROADCASTING.

Good adult dj with sales interest for top midwest regional. Format tight, but not frantic. Immediate opening. Box 955A, BROADCASTING.

Production-minded, fast-paced announcer with air news ability. Progressive central Ohio station. Send tape, photo, resume. Box 970A, BROADCASTING.

We need a good announcer. Prefer small market man heading up. Middle of road music policy, semi-format. 5000 watts, network, music, news. Top market in south Missouri. Box 975A, BROADCASTING.

Mature dj with housewife appeal for daytime show in Ohio. Send tape and references. Box 988A, BROADCASTING.

Staff announcer for NY metropolitan area station. Must be experienced music, news, sports. Operate own board and studio equipment. Middle of road music policy, no top 40 or formula men wanted. Good opening for sober, reliable, experienced announcer. Send resume and audition tape to: Box 103B, BROADCASTING.

Early morning d.j. with first class ticket. Opportunity for sales also. Box 106B, BROADCASTING.

Want 3 mature, experienced staff announcers. No deejays. Personal integrity required. Can be lifetime for best men. Top listening, top prestige, sophisticated good-music station. Tape and resume. KASE, Austin, Texas.

KBUD, Athens, Texas seeking experienced staff announcer.

Wanted, Sept. 15. An aggressive broadcast-journalist for leading news station in a competitive market. Men must be college trained and able to gather, write and air newscasts. Pay $450.00 month up, commensurate with ability. Send tape, picture and resume to KVOS, Bellingham, Washington.

Central Pennsylvania daytimer will have an August 7 opening for a competent staff announcer. Send tape and other data to Station Manager, WCPA, Clearfield, Pennsylvania.

Dj-production man with ideas and experience. Send tape with letter including background, experience, picture, complete details. TV ability desirable. CBS. Number one radio and tv. Carl Hallberg, WDBO Radio, Orlando, Florida.

Help Wanted—(Cont'd)

Announcers

5,000 watt station in N.E. New York state needs good announcer. Tape, resume and minimum salary to WEAV, Plattsburgh, N.Y.

Immediate opening for an announcer with sales or news experience. Salary open. Please call or write Bill Poole, WFLS, Essex 3-5000, Fredericksburg, Virginia.

Wanted two experienced announcers . . . send tapes and all information to WHNC, Henderson, N.C. Phone Geneva 87136.

Central Florida daytimer will have September openings for two competent staff announcers. Send tape and other data to Station Manager, WCPA, Clearfield, Pennsylvania.

Experienced morning man needed immediately between the mountains and the sea. Send tape, picture and details to WMPM, Smithfield, N.C.

Experienced staff announcer—immediate opening—established 1000 watt daytimer, WPDX, Clarksburg, W.Va.

Morning announcer. Adult music, award winning news station. Latest equipment. Good working conditions. Top pay for top personality. Advancement opportunities. Commercial experience necessary. Tape and resume first letter. Manager. WRTA, Altoona, Pennsylvania.

Excellent opportunity for experienced newsman-announcer in leading integrated radio-tv operation. Must be good air salesman both radio and on-camera. WSAV Radio-Television, Savannah, Georgia.

Immediate opening for versatile announcer, willing to grow with small station, paid vacations and fringe benefits. Write or call Hugh Williams, WTNS, Coshocton, Ohio.

Announcer—replacing drafted afternoon man. Know music, farm market reports, good commercial and news delivery. Restricted or higher license. References, background, tape to WTVB, Box 32, Coldwater, Michigan.

Country dj-salesmen, do you have a nest egg? Little or no salary, highest commissions imaginable. Pioneering full time country fm. Larry Dexter, Box 1977 or ALpine 3-5295, Phoenix, Arizona.

Women—Opportunity to earn extra money by recording for good local accounts. Send audition. Box 10513, Tampa 9, Florida.

Needed — young aggressive announcer—salesman for Georgia station—strong on sales—send tape and resume to Box 181, Cleveland, Georgia, or phone Union 5-3161.

Give your ratings a shot in the arm with Professional Services' exclusive D-J comedy material—written for radio—send for current selection. . . . just $2.98—Professional Services, Box 5815, Baltimore 8, Maryland.

Midwest placement! Write Walker, Broadcast Division, 83 So. 7th St., Minneapolis 2, Minnesota for application.

Announcers losing jobs? Lack that professional sound? Audition tape not a polished . . . showcase? New York School of Announcing, 160 West 73rd Street, NYC, SU 7-6938.

Help Wanted—(Cont'd)

Technical

Engineer for Washington, D.C. area station. Some experience required. Box 854A, BROADCASTING.

Engineer with 1st class ticket and announcing experience or potential. Immediate opening. Box 884A, BROADCASTING.

S.E. Virginia 1,000 watt station needs reliable engineer-announcer. Engineering ability first consideration. Detailed resume and tape requested in first letter. Reply Box 918A, BROADCASTING.

Successful 5 kw daytimer, remote control, needs reliable experienced chief engineer-announcer. Must be good on maintenance, announcing, and have good references and credit. Prefer family man, looking for permanency and willing to live in small town in great plains region. Good equipment, plant, and easy schedule. Top wages in area. Send tape, resume, references and picture to Box 921A, BROADCASTING.

California daytimer needs top chief engineer, who is also good announcer. Immediate opening. No. 1 station in five-station city. Send full details and tape. Box 925A, BROADCASTING.

First phone announcer—Experienced on board, fm, directional am, remote control, network, news, farm director, country and pop dj, metropolitan market. Presently chief engineer am-fm operation. Family man, 41, sober, reliable. Box 945A, BROADCASTING.

Man or woman with first class ticket who can also do some announcing and selling. Box 107B, BROADCASTING.

Chief engineer, WDUN, Gainesville, Ga. Must be thoroughly qualified and experienced.

Immediate opening for chief engineer with sales or announcing experience. Salary commensurate with ability. 5kw daytimer in small, mountain resort town. Contact, Jimmy Childress, WMSJ, Sylva, N.C.

Chief engineer-announcer, 250w. References, salary, tape to Frank Hash, WTWA, Thomson, Ga.

Midwest placement! Write Walker, Broadcast Division, 83 So. 7th St., Minneapolis 2, Minnesota for application.

Number one station in Wheeling-Steubenville seeking chief engineer, must be technically capable for transmitter and studio maintenance. Salary open. Phone collect Cedar 2-2250 . . . Mr. Dougherty or Mr. Dickey. Wheeling, W.Va.

Production-Programming, Others

News director NBC affiliate. Direct completely equipped radio and tv department, supervise department of sister station. Department personnel experienced, intelligent, conscientious. If not satisfied with present position, send photo and resume Box 946A, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

This is ridiculous—top promotion man, good air work, excellent production, but unemployed. Married, veteran, college, 26. Excellent references. Absolute minimum $150. Qualified for either program director or assistant manager. Prefer no air work. Box 968A, BROADCASTING.

Wanted—Experienced, creative program manager to administer tight program policies he will help formulate. Must also assume responsibility for program quality control, operations and promotion, and work two hours daily on the air. Tape, photo, full resume and salary requirements in first letter to Manager, WCSH Radio, Portland, Maine.

Do you want to live in northern California or southern Oregon and work in radio or tv? Write Don Telford, Box 1021, Eureka, California.

Promotion advance man. Do you write effectively, speak convincingly, have interest in religious radio? Non-profit corporation needs help establishing non-commercial religious station in southwest. Box 969A, BROADCASTING.

Newsman-announcer, experienced, at rapidly expanding adult program station in New Jersey. Salary commensurate with ability. Box 973A, BROADCASTING.

Opportunities—Performer, children's program; account executive; broadcast engineer; program manager; announcer-director; tv photo tech. Locations Indianapolis, Fort Wayne, and Bloomington. Contact E. M. Sears, Box 62, Bloomington, Indiana.

Situations Wanted—Management

I'm ready for management. Top-flight dj, ce, pd. Minimum $150. Box 781A, BROADCASTING.

Outstanding twenty year record in sales, general operations and management. Available immediately. Box 879A, BROADCASTING.

Management team available. 36 years combined management and all departments. Versatile. Operate small staff. Outstanding sales and programming. College background. First phone. Presently employed. Interested position with profit potential—preferably mid-Atlantic states. Box 963A, BROADCASTING.

12 years experience all phases radio. Community leader. Record can stand close inspection. Need $15,000. Currently manager small market. Box 977A, BROADCASTING.

Manager or sales manager. Would like to join station in major market which needs sales improvement and can offer remuneration commensurate with results. 18 years creative thinking, dynamic action and outstanding results all phases major market radio, television and agency. Have handled and sold all versions of format and smooth sound. A stable, enthusiastic, hard-working producer and pace-setting leader. With present employer 11 years. Age, 38. Married, 2 children. Devoted family man. No drinking. Box 978A, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Sales manager/manager. Small or medium market station. Heavy on local, regional, time sales. Solid experience in independent programming news and music. 15 years in radio. Highest industry references. Box 994A, BROADCASTING.

Management-sales manager twelve years experience in all phases of radio. Two years network staff experience, three years country dj experience. Worked independent stations from sports announcer to chief announcer, sales manager, and station manager. Proven record in sales and management. Guarantee to make your station go. Prefer south east, or south west. College degree. Highly adaptable. Hard worker. Thirty four years old. Family man. Prefer part ownership of station. Available for interview after July first. On vacation in west until that date. Send inquiries to: Thurston Springer, 761 Virginia Ave., Gallatin, Tenn.

Sales

Manager-salesmanager experienced in national, regional, local sales. Excellent record. Box 575A, BROADCASTING.

Experienced announcer, 23, married. Desire learn sales your way. Employed. Box 967A, BROADCASTING.

Experienced announcer D.J. 4 years, married. Would like to settle. Box 991A, BROADCASTING.

Announcers

Multi-talented combination man seeks multi-faceted position in multi-station eastern market. Box 737A, BROADCASTING.

Happy swinging — not screaming — adult morning show. Start your broadcast day on top. Present employer does for only $125. Box 894A, BROADCASTING.

Announcer wants job. Will travel anywhere. Some experience. Available now. Box 895A, BROADCASTING.

Newsman: Top flight, major market, best references. Stylish or straight writer. Objectively interpretive announcer. Excellent reporter. Intelligent interviewer. Good researcher Box 917A, BROADCASTING.

Announcer. News, commercials, dj shows, speciality sports play-by-play. Light on experience, but ambitious, conscientious, sober. Available now. Write Box 930A, BROADCASTING.

Money won't buy everything, but it sure buys ability and experience. Mine is for sale. Box 932A, BROADCASTING.

Announcer/program director, versatile, experienced. Also sports. Offers top quality. Box 942A, BROADCASTING.

Announcer, young, realistic, ambitious. Cheerful style. Tape available. Excellent training. Box 943A, BROADCASTING.

Announcer-salesman looking for position in the south or southeast or California. Good tight production, experienced. Box 949A, BROADCASTING.

Attention! "Good music-news-sports station"—5 years announcing experience, college graduate. Available immediately. Box 954A, BROADCASTING.

Sportscaster-dj-newsman, experienced, 22, Columbia College graduate. Available, immediately. Box 960A, BROADCASTING.

New Yorker returning home. Willing take summer replacement. Seeks Fall permanency New York City/fringe area. Excellent adult dj, personality, news, sports. Major/small market experience. All show, staff phases radio/tv. Finest references, background; family man. Box 961A, BROADCASTING.

1st phone announcer with some sales experience. No military obligation. Single, prefer southeast, all offers considered. Now employed at 5 kw regional. Box 966A BROADCASTING.

FRANKLIN McCORMICK

type announcers

WANTED

Requirements: Heavy, mature voice with ability to read with feeling and dramatic emphasis. Top ten market, top pay. Send tapes and resume to:

Box 941A, BROADCASTING

Situations Wanted—(Cont'd)

Announcers

Radio-tv announcer. Radio-tv or combination. Seven years. Dj, hops, play-by-play, special events. Skilled air salesman. Good sense of showmanship. Tight production. Married. Currently employed. Top man at number one station in regional market. Prefer stable organization metropolitan area. Excellent character references. Available now. Box 972A, BROADCASTING.

Mature, experienced announcer-newsman. Some play-by-play. Relocate east. Box 981A, BROADCASTING

Announcer-newsman. Young, married, family, Masters minus thesis in radio-tv, 3 years commercial experience, mature, resonant voice, permanent, minimum $100. Prefer Pennsylvania, New York, Box 982A, BROADCASTING.

Country music personality dj wants permanent position. Have experience in all phases of radio. Dependable; sober. Write Box 984A, BROADCASTING.

West. 10 years radio. Announcer, dj, writer, program director, news director, assistant manager, chief engineer. Now employed. State salary. Box 985A, BROADCASTING.

Announcer — dj — News: Commercials. Operate own board. 3 years college. Box 989A, BROADCASTING.

Announcer, experienced. Tight format, married, no floater. Will travel. Box 990A, BROADCASTING.

First phone. Announcer, tight production, 4 years experience. Married, want to settle. Not a floater. Box 993A, BROADCASTING.

Announcer, experienced, vet, married, tight format, willing to work, not a floater. Box 995A, BROADCASTING.

Looking for first license announcer, experienced, no maintenance? Prefer personal interview, station few hours bus, train travel from Washington. Language major, Pathfinder trained. Currently engaged radio consultant engineering. Box 998A, BROADCASTING.

Announcer, experienced, married, veteran, good tight format, not a floater, not a prima donna. Box 102B, BROADCASTING.

Have talent will travel. Married, college grad. Sheldon Frome, UN 5-4000 or SU 7-8436. New York. Box 104B, BROADCASTING.

College educated-announcer, dj, continuity writer, and news man. Available immediately! Four years experience, write or phone Owen Sherman, KMAN, Manhattan, Kansas.

Available immediately, experienced announcer. Tape available, references. Ron Mendler, WMIK, Middlesboro, Ky., phone 980.

Announcer, dj experienced. Tight format. Want to settle. Married. Not a prima donna. Box 992A, BROADCASTING.

Announcer, evening, write and read poetry. 1st ticket, good slow commercial delivery, no rock. Box 94, Jasper, Indiana. Phone 1335.

Young Negro announcer, professionally trained. Seeking chance to show what I can do. Have car, will travel anywhere. Bob Lee, 6028 S. Drexel, Chicago 37.

Announcer. First phone, no maintenance, $85.00, no car. BE 7-6721 after 5:00. Walter Piasecki, 2219 N. Parkside Ave., Chicago, Illinois.

Recent broadcast school graduate. College major in journalism. Good commercial presentation. Will locate anywhere that opportunity exists. 29 years old. Single. Reliable. Kirby Johnston, 5756 N. Fairfield, Chicago 45, Illinois. Tele: Ardmore 1-1202.

Received 1000 adult letters last promotion. Announcer, 1st ticket no rock. Box 94, Jasper, Indiana. Phone 1335.

Experienced announcer, pd, presently employed as co-manager. Veteran. 810 West 5th St., Hastings, Minnesota.

Situations Wanted—(Cont'd)

Announcers

Announcer—Name is Charles Egan. Eager to work and advance. Attended two broadcasting schools. Call Tennyson 4-6427 or write 1825 Palmer Ave., Larchmont, N. Y.

D.J. Five years experience small/medium markets. Spectacular potential. East. Bob Feriss, 630 Dumont Avenue, Brooklyn 7, N.Y. Hyacinth 8-1075.

Negro dj, looking for work. AD 4-4180, 101 W. 143rd St., N.Y., N.Y., Dick Wilson.

Technical

Competent chief available. Experienced to 10 kw directional. Southwest metropolitan market. $120. Salary minimum. Box 815A, BROADCASTING.

First class engineer, 6 months board experience, available July 15. Box 938A, BROADCASTING.

3 years first phone-dependable-family-likes people-have worked at present station 2 years. Still employed, but want another location. Best references past employers. Box 964A, BROADCASTING.

First phone engineer, 24 years old, desires change. Presently employed at 4 tower directional 5 kw station. Prefer Kentucky, W. Va., or surrounding area, but will consider other locations. Box 965A, BROADCASTING.

Experienced cine-photographer with on-the-spot news reporting, full editing and lab experience. Available immediately. Box 999A, BROADCASTING.

Engineer, 2 years experience, 5 kw, am, 1st phone, prefer midwest, available immediately. Box 105B, BROADCASTING.

Chief or engineer, first class license, twelve years experience, some announcing. Without car. Room 217, Marian Hotel, Palatka, Florida.

Chief, 7 years experience, good announcer. Sales, directional and construction experience. Box 94, Jasper, Indiana. Phone 1335.

First phone engineer desires position with radio or tv station in middle or south Atlantic states. Graduate Philadelphia Wireless Technical Institute. Enjoys mobile unit maintenance. Kermit W. Hamby, Murphy, N.C., VE 7-3101.

Engineer, first phone. 2 years experience transmitter, seeking steady employment. Write L. Pacifico, Main Street, Roseto, Pennsylvania.

Production-Programming, Others

Program director . . . for the past two years in one of the top thirty markets in the country, seeking advancement. Have reached limit in present station, am looking for an operation with more potential and brighter horizons . . . presently doing air shift and public relations in conjunction with programming. Box 886A, BROADCASTING.

New England, New York station managers: 12 yr. veteran, announcing, production, sales, desires to relocate your area. Now program, production manager of prosperous N. Carolina kilowatt. Best references. If you're looking for a competent man who can take orders and turn out the job you want, contact: Box 101B, BROADCASTING.

Qualified and experienced radio-tv man (12 years) wishes to return to field as program director, music librarian, sports director, or administrative assistant. Family, 36. Good education. Willing to learn. Write Paul, 313 East Cypress, Anaheim, California.

TELEVISION

Help Wanted—Management

Administrative assistant to the president radio and television multiple ownership. Experience in corporate and administrative affairs, knowledge of bookkeeping and a desire to accept responsibility essential. Box 948A, BROADCASTING.

TELEVISION

Help Wanted—Management

Promotion manager wanted with flair for unusual and different television sales and program promotions. Expanding tv station in pleasant, southwestern climate. All replies confidential. Box 980A, BROADCASTING.

Announcers

Wanted: Television weather forecaster. To do three 10 minute weathercasts daily—that's all—but you must be tops in your profession. You must be able to hold an audience you will inherit from the news, and perhaps build on it. You must know your business and be a strong personality. You will face competition but this period is presently number one in its time with more audience than our two competitors combined. We have had a great weathercaster for four years and he is leaving for a better job. We will need a top man to fill his shoes, but we will pay you handsomely if you are the right man and leave you alone to do your job—weathercasting only—no commercials. If you think you qualify, and like the southwest, please write or wire immediately to Box 936A, BROADCASTING. Position open immediately but we expect you to give adequate notice if you are presently employed. Please understand you will be thoroughly investigated.

Technical

Assistant chief engineer Gulf Coast vhf. Thorough studio maintenance background. Send resume, picture and salary. Jerry E. Smith, C.E., Box 840, Corpus Christi, Texas.

Do you have TT25BL experience? Do you have supervisory capabilities? If so, write Box 892A, BROADCASTING.

Engineer wanted with qualifications for supervisory duties. Pioneer basic major network station in upper south. Opening requires first class radio-telephone license with studio, vtr and transmitter experience. Excellent working conditions with insurance, vacations and holidays. Send full resume with picture to Box 962A, BROADCASTING.

Full power vhf. Station needs transmitter men, videomen, audiomen. Latest RCA equipment. Send complete details in first letter to Personnel Director at KSOO-TV, Inc., Sioux Falls, South Dakota.

Need two first class technicians. Experience preferred. Send resume to Chief Engineer, WYES-TV, New Orleans 24, Louisiana.

Production-Programming, Others

Public affairs project manager. Experienced in writing and producing tv documentaries, investigationatory and be able to meet the challenge of effecting highest caliber public affairs program standards. Unique opportunity at multiple owner station. Top market. Submit resume, photo and any substantiating material in first letter. Box 933A, BROADCASTING.

Need to add male or female copy writer to staff. Send pic, resume, requirements. Station located in midwest. Ideal working conditions plus company benefits. Box 976A, BROADCASTING.

Southwest tv station needs topnotch creative copywriter for wide range of planning and writing assignments. Tv or agency experience preferred. Send resume. Immediate opening. Box 979A, BROADCASTING.

Full power vhf. Station needs director, cameramen, audiomen. Send complete details in first letter to Personnel Director at KSOO-TV, Inc., Sioux Falls, South Dakota.

TELEVISION

Situations Wanted—Announcers

Reliable, versatile, experienced announcer demands opportunity to manifest enthusiasm, personality. Will go anywhere, prefer up. Box 931A, BROADCASTING.

Announcer-director team. Successful combination since 1953. College grads. Veteran air force officers. Single, but stable. Present employment since 1957. Prefer better chances of advancement. Experienced in all phases of production and sales service as well. Will bear own moving expense. Box 937A, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Technical

Chief or supervisor—12 years experience, 4 years chief, 4 years supervisory am-fm-tv, planning, construction and maintenance. Box 907A, BROADCASTING.

Chief, tv-am. Available for south or southwest. Handled large and small operations. Box 912A, BROADCASTING.

Competent studio operations interns completing comprehensive technical and production training seeking employment. Contact Intern Supervisor, WTHS-TV, Miami.

Production-Programming, Others

Producer - director - writer. Experienced. Alert. Creative. Practical. Box 944A, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

America's outstanding personality, trick, dog—Cholly II. Her charming talent? She's a kiddie's tv Pied Piper. Cholly jets juvenile biz upwards, positively. Twenty-million children can be right. They love her. My Hungarian sheepdog is your ready-made key for live talent that is different. So . . . We're waiting for you—enterprising station manager—to call! Write! Now! John Cecil 1619 Grandin Rd., Roanoke, Va. Tel.: DIamond 3-5089.

FOR SALE

Equipment

New, unused Schafer 400-R remote control system, list $1,695 for $1,200. Never removed from cartons. Box 860A, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) ____________________

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)
☐ **Help Wanted**—25¢ per word—$2.00 minimum
☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space
☐ **All other classifications** 30¢ per word—$4.00 minimum
(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED
☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED
☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE
☐ equipment

WANTED TO BUY
☐ stations
☐ equipment

☐ **Instructions**

☐ **Business Opportunity**

☐ **Miscellaneous**

DISPLAY SPACE ☐ 1 in. ☐ 2 in. ☐ 3 in. ☐ 4 in. ☐ indicate size

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE 1735 DeSales St., N.W., Washington, D.C.

NAME ____________________

COMPANY ____________________

ADDRESS ____________________

Remittance enclosed $ ____________ ☐ Bill

FOR SALE

Equipment—(Cont'd)

Available immediately. Westinghouse HV-5, 5 kw transmitter, $4,900. Box 950A, BROADCASTING.

12 slimline base light fixtures #TV664G. Excellent condition. Transformer box #TV-664BG5 included. $100 each. KHOU-TV, Box 11, Houston, Texas.

RCA disc cutter—type 73B. Ferris field intensity meter. 100 foot Wincharger tower, type 101. Write K.S.E.N., Shelby, Montana.

For sale on ground—1 Truscon 400 foot guyed tower, complete with base insulator and lighting. Will support small tv or fm antenna. 1 RCA AGC amplifier BA-21A. 1 Tapak portable battery operated tape recorder. 1 Taco heavy duty 72 ohm Channel 3 antenna. 1 RCA TK1C monoscope camera in use two years. Contact Chief Engineer, WINR-TV, Binghamton, New York. Telephone—RA 3-8251.

Tapak battery operated recorder in excellent condition with mike and fresh batteries. First offer over eighty-five dollars takes. WIRL, Peoria, Illinois.

Collins 21A 5 kw transmitter maintained in original condition. Now available. Examine under operating conditions. Excellent quality. Ten years old. Price $4,500. Terms. Address Radio Station WISE, 75 Scenic Highway, Asheville, N.C.

Tape recorders, several Ampex 350 console, half track, 7½ and 15 ips. Excellent. $1000 each $1050 crated. Radio Station KCHJ, **P.O. Box 966, Delano, California.**

A 1000 watt Collins transmitter in operating condition. Will sell reasonable. Radio Station WMOZ, Post Office Box 228, Mobile, Alabama.

Gates RDC10 remote control unit complete. Has rf amplifier, perfect condition, must sell, make offer. WPAP, Fernandina Beach, Florida.

Television Mobile Unit—RCA type TJ-50A, interior fitted to mount 5 camera controls and switcher. Has 6 cantilever mounted cable reels, power control rack and watt hour meter. No camera equipment. 1½ ton chassis with many extras. Only 18,700 miles. Write to WTMJ-TV, Milwaukee, Wisconsin.

Dehydrators, automatic and complete, rigid coaxial transmission line, with fittings and hardware. Write for listing. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

RCA BTA 500 R transmitter like new with spare tubes, $3,500.00 cash. Write Box 181, Cleveland, Georgia, or call B. L. Williamson, Union 5-3161.

Tower erection, tower painting, coaxial line repairs, mechanical inspections, grounding systems, lightning rods, lightning protection systems. Financing if desired. Tower Maintenance Co., Inc., 410-7th Ave., N.E., Glenburnie, Md. Day phone SO 6-0766—Night and emergency phone SO 1-1361. Write or call collect.

Tv Video monitors. 8 Mc., metal cabinets **starting at $199.00. 30** different models **8" thru 24" Miratel, Inc., 1080** Dionne **St., St. Paul, Minn.**

Tower Utility—heavy duty—type 260 with A-2 lighting kit. 150′ standing—40′ on the ground—total 190′. Available immediately. Make offer fob Jackson, Miss. John McLendon, P. O. Box 197, Jackson, Miss. Telephone FL 4-1617.

General Precision Laboratory 16mm kinescope recorder, model PA-303 with Maurer sound of film system and utilizing electronic shutter. For further information contact the Director of Purchasing, University of Missouri, Columbia, Missouri.

Video monitors. Closed circuit **and broadcast, Foto Video Laboratories** Inc., **Cedar Grove, New Jersey, CE 9-6100.**

Anything in broadcasting field from a tube to a tower sold or brought. Electrofind, 550 Fifth Avenue, N.Y.C.

FOR SALE

Equipment—(Cont'd)

Schafer automatic program equipment. Used less than one year. Manufacturer's guarantee 4 years. $8,000.00. Call Olean, N. Y. 20161.

Two 270-foot heavy-duty Fisher guyed towers available by October 1st. W. D'Orr Cozzens, Intermountain Network, 146 South Main Street, Salt Lake City, Utah.

WANTED TO BUY

Stations

Want station in northeast city over 100,000 population. To 150M up to 40M down. Principal. Box 100B, BROADCASTING.

WANTED TO BUY

Equipment

Used 250 watt am transmitter and 150 foot guyed tower. Box 952A, BROADCASTING.

Wanted: 1 kw fm transmitter complete with frequency and modulation monitor, preferably equipped to multiplex. State model, condition, price. Also need 8 bay Andrew fm antenna. Box 956A, BROADCASTING.

Used Gray Telop model 2-R. Must be in good condition. KBTX-TV, Bryan, Texas.

Want used PT-6 Magnecord. Send condition, price to George Williams, KGHM, Brookfield, Missouri.

Wanted, am frequency monitor also fm frequency-modulation monitor. State frequency, age, condition. WINF, Manchester, Conn.

Wanted: 200 foot self-supporting tower. Henry Fones, Chief Engineer, WDIA, Memphis, Tennessee.

Wanted—Used transmitting and antenna equipment for maximum power on Channel 3 installation. Write or call Harold Thoms, 75 Scenic Highway, Asheville, N.C., phone ALpine 4-4448.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood. Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 29, August 31, October 26, 1960. January 4, 1961. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC license in six weeks. Classes 9 a.m. to 6 p.m. five days a week. Tuition $300. We have no failures. The Pathfinder Method, 510 16th St., Oakland, California.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Funniest one-liners ever created. Produced on tape especially for your show or station. Rush letterhead request for sample tapes! Box 732A, BROADCASTING.

If anyone knows the whereabouts or address of Cyril J. Chuckovich, please write KBMN Radio, Box 749, Bozeman, Montana.

RADIO

Help Wanted—Announcers

NEWS EDITOR

Must be good air man. Authoritative voice. Know how to get news stories, do basketball and football. We furnish car. All maintenance and gasoline furnished. No floaters or drinkers. This position is permanent. Open July 4. Contact J. C. Jeffrey, WIOU, Kokomo, Indiana. 1000 watt CBS affiliate; population 57,000. Only station in city. Telephone Gladstone 7-1194.

Technical

ENGINEERS

Outstanding 50 kw Eastern clear channel station in large market, needs men for both studio and transmitter. Good pay and company benefits. All replies confidential.

Box 828A, BROADCASTING.

GROWING OPERATION

needs young field engineer with car for travel in east. FM experience preferred. Salary plus expenses. Give full experience record and salary required.

Box 971A, BROADCASTING

Production—Programming, Others

Record Librarian Wanted

Leading Midwestern station in major market looking for librarian able to administer and program adult record format. Excellent salary and working conditions. Bright future for creative "self starter." If you are young program man and management type send resume and photograph to:

Box 108B, BROADCASTING.

SALES PROMOTION MAN

Large service organization has opening for well-rounded creative promotion man at its Chicago headquarters. Experience with media sales and promotion in radio, TV, or related fields is essential. Responsible for direct mail campaigns, trade advertising, brochures, etc., in co-operation with established operations.

Salary open. Immediate start. Please submit resume including age, education, past experience and salary earned.

Box 958A, BROADCASTING

Situations Wanted—Announcers

"COUNTRY MUSIC"

Country Music dj with executive ability. 10 years all phases including management and ownership. Desires to join metropolitan competitive operation as dj, account executive and/or promotion manager. Personal interview, my expense. Very capable, sober, family man.

Box 996A, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Young, experienced, creative copywriter, looking to climb with moving modern outfit. Desire to put promotion, publicity ideas into effect, plus continuing writing production copy that sells. Somewhere there must be a station who wants to add a man to their power team who is willing to put in the extra hours so necessary to building product images satisfactory to local clients, and with ideas that will keep the call letters favorably in the eyes of John Q. If you're more interested in the above, rather than someone who's been around so long that they're ready for the rest farm, then contact me now with facts and figures.

Box 951A, BROADCASTING

TELEVISION

Help Wanted

Production-Programming, Others

Secretary for TV-AM station manager in midwestern city. Must be experienced.

Give complete information and include photo. All replies confidential.

Box 935A BROADCASTING

FOR SALE

Equipment

Spotmaster

Cartridge Tape Equipment

NOW IN 150 STATIONS

For descriptive material, write

BROADCAST ELECTRONICS, Inc.

8800 Brookville Rd., Silver Spring, Md.

or

contact your VISUAL ELECTRONICS man

Employment Service

STEP UP TO A BETTER JOB THE EASY WAY!!

Many announcers and others have found that it pays to get your job through professional placement.

TOP JOB PLACEMENTS IN THE SOUTHEAST

Free registration — Conf. Service

Professional Placement

458 Peachtree Arcade

JA 5-4841 Atlanta, Ga.

MISCELLANEOUS

Specializing in Broadcast Telemetry

Radio Remote Control and Multiplex Systems

For

STUDIO TRANSMITTER LINKS

John A. Moseley Associates

Box 3192 Woodland 7-1469

Santa Barbara, California

Continued from page 98

tion of Mark Twain Bcstg. Co., for renewal of license of am station KHMO Hannibal, Mo.; Sept. 12: Matter of assignment of call letters WEAS to College Park Bcstg. Co., for its am station in College Park, Ga.; Sept. 14: Pacific Bcstg. Corp. for extension of time to complete construction of tv station KBFL (TV) Bakersfield, Calif. Actions June 17.

■ Granted request by Transcript Press Inc., and extended from June 16 to June 20 time for all parties to exchange written exhibits in proceeding on its application for new am station in Dedham, Mass., et al. Action June 20.

By Hearing Examiner J.D. Bond

■ Granted petition by Belton Bcstrs. Inc., Belton, Tex., and extended from June 13 to June 22 date for exchange of exhibits on non-engineering issues in proceeding on its am application, et al. Action June 16.

■ Granted petition by John K. Rogers, Bristol, Tenn., and extended from June 13 to June 16 time for filing replies in proceeding on its am application and that of Kingsport Bcstg. Co., (WKPT) Kingsport, Tenn. Action June 16.

■ Pursuant to procedures agreed upon at June 20 prehearing conference, continued commencement of hearing to a date to be fixed by subsequent order upon petition of Pioneer Bcstg. Co. (KNOW) Austin, Tex., applicant. Action June 20.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Rollins Bcstg. of Delaware Inc. (WJWL) Georgetown, Del., and extended from June 30 to Aug. 1 time to file proposed findings and conclusions and from July 14 to Aug. 15 to file reply findings in proceeding on its am applicatio, et al. Action June 20.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Broadcast Bureau and extended to June 22 time to file proposed findings of fact and conclusions in proceeding on applications of Alkima Bcstg. Co. for new am station in West Chester, Pa., et al. Action June 16.

By Hearing Examiner Millard F. French

■ On own motion, scheduled prehearing conference for 2:00 p.m. June 22, in proceeding on am applications of Clarke Bcstg. Corp. (WGAU) Athens, Ga., Wake Bcstrs, Inc. (WAKE) Atlanta, Ga., and Savannah Valley Bcstg. Co. (WBBQ) Augusta, Ga. Action June 15.

By Hearing Examiner Walther W. Guenther

■ On own motion, corrected transcript of record (unless objected to within 5 days) in proceeding on application of Coast Ventura Co. for mod. of cp of KVEN-FM, Ventura, Calif. Action June 14.

■ Granted motion by Paul J. Molnar, Cleveland, Ohio, and extended from June 13 to June 20 time for exchange of preliminary drafts of engineering exhibits in proceeding on his fm application and that of Ohio Music Corp., Cleveland, Ohio. Action June 15.

■ Scheduled oral argument for 11:30 a.m., June 22, on petition by Medford Bcstrs. Inc. (KDOV) Medford, Ore., for leave to amend its am application (Action June 20) on own motion continued indefinitely oral argument scheduled for June 22. Action June 21.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Des Plaines-Arlington Bcstg. Co., Des Plaines, Ill., to amend its application so as to correct the RMS value listed in figure 1 of engineering exhibit, in consolidated proceeding. Action June 15.

■ Granted petition by Broadcast Bureau and extended the date for filing proposed findings from June 14 to June 24 in proceeding on am applications of Old Belt Bcstg. Corp. (WJWS) South Hill, and Patrick Henry Bcstg. Corp. (WHEE) Martinsville, Va. Action June 16.

By Hearing Examiner David I. Kraushaar

■ Formalized prehearing conference procedural agreements and ordered hearing on July 27 in proceeding on am applications of Hub City Bcstg. Co., Inc. (WHSY) Hattiesburg, Miss., et al. Action June 14.

■ Scheduled further prehearing conference on June 29 in proceeding on applications of Chronicle Publishing Co. (KRON-TV) and American Bcstg.-Paramount Theatres Inc. (KGO-TV) San Francisco, Calif. Action June 15.

■ Pursuant to June 15 hearing, scheduled further hearing for June 21 on order to Douglas H. McDonald, trustee, permittee of WTVW (TV) (ch. 7) Evansville, Ind., to show cause why authorization for station WTVW Evansville, Ind., should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action June 15.

■ Pursuant to understanding on transcript of record, received in evidence applicant's exhibit 2A, closed record, and scheduled July 18 for filing proposed findings and July 29 for replies in proceeding on application of WPGC Inc., for mod. of license of am station WPGC Morningside, Md. Action June 16.

■ Scheduled hearing for July 19 in proceeding on am applications of Zephyr Bcstg. Corp., Zephyrhills, and Myron A. Reck (WTRR) Sanford, Fla. Action June 20.

By Hearing Examiner Forest L. McClenning

■ Ordered reply findings of fact to be filed by June 30 in Perrine-South Miami, Fla., tv ch. 6 proceeding. Action June 14.

By Hearing Examiner Herbert Sharfman

■ Continued further prehearing conference from June 21 to July 20 in proceeding involving WSAZ Inc. (WSAZ-TV) Huntington, W.Va., complainant v. American Telephone and Telegraph Co., defendant. Action June 14.

■ On request of protestant WSTV Inc., licensee of WBOY-TV (ch. 12) Clarksburg, W.Va., continued hearing from June 20 to July 5 on application for relinquishment of positive control of WJPB-TV Inc., permittee of WJPB-TV (ch. 5) Weston, W.Va., by J. P. Beacom through sale of stock to Thomas P. Johnson and George W. Eby. Action June 17.

■ Scheduled prehearing conference for July 14 in proceeding on application of Mark Twain Bcstg. Co., for renewal of license of am station KHMO Hannibal, Mo. Action June 20.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement of parties at June 14 prehearing conference scheduled certain procedural dates for group 3 in proceeding on am applications of Michigan Bcstg. Co. (WBCK) Battle Creek, Mich., et al. hearing scheduled for July 25 cancelled, and further hearing set for July 18. Action June 15.

■ Granted joint petition by applicants in Greensboro-High Point, N.C., tv ch. 8 proceeding, and extended from July 6 to July 25 time to file proposed findings of fact and conclusions and from Aug. 15 to Aug. 29 to file reply findings. Action June 20.

BROADCAST ACTIONS
by Broadcast Bureau
Actions of June 17

KBEC-FM Waxahachie, Tex.—Granted license for fm station.

KLAY-FM Tacoma, Wash.—Granted license for fm station.

WPLM Plymouth, Mass.—Granted license covering increase in power; installation of DA-D and new trans.; make changes in ground system and change ant.-trans. and

STATIONS — FOR SALE

Ga.	Single	250w	$45M	terms
Va.	Single	1kw-D	80M	terms
Cal.	Single	250w	68M	15 dn
Miss.	Single	250w	39M	15 dn
Ill.	Single	Daytimer	95M	29%
La.	Single	Regional	53M	terms
Va.	Single	250w	60M	29%
Fla.	Small	Fulltime	55M	terms
W.Va.	Small	Local	40M	10 dn
Fla.	Medium	Regional	175M	terms
Cal.	Medium	1kw-D	70M	29%
N.Y.	Medium	1kw-D	150M	terms
Fla.	Medium	Regional	230M	29%
Cal.	Metro	Daytimer	175M	terms
Fla.	Large	Regional	185M	29%
Mass.	Major	5kw	350M	terms

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta Indianapolis Los Angeles
Nashville New York San Antonio
San Francisco Seattle Troy, O.
Please Address:
1182 W. Peachtree, Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Extremely unusual circumstances forced Radio Station W T T T, Arlington, Fla., (Jacksonville) into receivership. Public sale to be held Tuesday, June 28th. Contact Lawrence Bodkin, receiver for additional information. 1833 Ryar Road, Jacksonville 11, Fla. Call. RA 4-6836.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

NORTHWEST. Daytimer, Near large market. Asking $70,000 with 29% down.

ROCKY MOUNTAIN. Daytimer. 50% and management for sale at this time. Asking $42,000 with $5,000 down for qualified buyer.

ATLANTIC COAST STATE. Full time. Asking $75,000 with 29% down.

THREE SOUTHWEST PROPERTIES . . . 1) Full time. Top market. Asking $270,000 with 29% down; 2) Full time. Competitive but growing. Asking $69,000 with 29% down; 3) Daytime. Good size market. Asking $135,000 with 29%.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

CALIFORNIA FULLTIME MAJOR

Most attractive market. Should gross over $300,000 this year. Priced at $475,000 with some terms available.

BOX 959A, BROADCASTING

SOUTH ALABAMA

Daytime AM Radio Station in fast growing industrious town.

Box 983A, BROADCASTING

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING June 22

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,426	59	83	840
FM	667	70	162	133
TV	473	58	77	109

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING June 22

	VHF	UHF	TV
Commercial	452	78	530
Non-commercial	35	11	46

COMMERCIAL STATION BOXSCORE

As reported by FCC through May 31, 1960

	AM	FM	TV
Licensed (all on air)	3,423	661	472[1]
CPs on air (new stations)	56	66	58[2]
CPs not on air (new stations)	86	163	74
Total authorized stations	3,565	890	652
Applications for new stations (not in hearing)	634	80	43
Applications for new stations (in hearing)	197	44	64
Total applications for new stations	831	124	107
Applications for major changes (not in hearing)	661	44	37
Applications for major changes (in hearing)	219	11	17
Total applications for major changes	880	55	54
Licenses deleted	0	0	0
CPs deleted	0	0	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

studio location; pursuant to commission order released May 31, 1960, this authorization is without prejudice to possible future grant of pending application of Simon Geller for permit to construct new standard broadcast station at Gloucester, Mass., and that licensee hereunder accept any interference that may be caused by Gloucester operation.

KDON Salinas, Calif.—Granted license covering installation of new trans. (main).

WKAZ Charleston, W.Va.—Granted mod. of license to operate trans. by remote control, using DA; conditions.

KBMS (FM) Los Angeles, Calif.—Granted cp to increase ERP to 71 kw; install new type ant. and make changes in trans. equipment; remote control permitted; waived sec. 3.205 of rules to permit station location to be specified as Los Angeles, Calif., but with main studio located at 135 S. Kenwood Ave., Glendale, Calif.

KTAR-FM Phoenix, Ariz.—Granted mod. of cp to increase ERP to 115 kw.

WILY (FM) Pittsburgh, Pa.—Granted mod. of cp to increase ERP to 4.5 kw, decrease ant. height to 440 ft., and specify studio location; waived sec. 3.205 of rules to permit studio to be located at site outside city limits of Pittsburgh and not at trans. site.

KHQ-FM Spokane, Wash.—Granted mod. of cp to increase ant. height to 2,030 ft., and change ant. trans. location.

■ Following stations were granted extensions of completion dates as shown: WRAK-FM Williamsport, Pa. to Dec. 1; WINE (FM) Pittsburgh, Pa. to Nov. 4; KROW (FM) Houston, Tex., to Dec. 29; KAKI (FM) San Antonio, Tex. to Dec. 9, and WFGM-FM Fitchburgh, Mass. to July 31.

Actions of June 16

WSIL-TV, Harrisburg, Ill.—Granted involuntary assignment of cp to **Turner-Farrar Assn.**, partnership of **Ethel M. Turner**, individually and as executrix of estate of **Oscar L. Turner**, deceased, **O. L. Turner, Charles O. Farrar** and **Harry R. Horning**.

WIMS Michigan City, Ind.—Granted cp to replace expired permit which authorized increase in daytime power to 5 kw, change to DA n and d, change studio location and install new trans.

WAVI Dayton, Ohio—Granted cp to make changes in ant. system (increase height); condition.

WYFI (FM) Norfolk, Va.—Granted cp to replace expired permit which authorized changes in ant. system and ground system.

KOGT Orange, Tex.—Granted cp to install new type trans.

KGEM Boise, Idaho—Granted cp in install new type trans.

WTMB Tomah, Wis.—Granted mod. of cp to change ant.-trans. and studio locations; make changes in ant., and ground systems and operate trans. by remote control.

WLOC Munfordville, Ky.—Granted authority to sign-off at 6 p.m., CST, for period ending Aug. 31.

WWCH Clarion, Pa.—Granted change of remote control authority.

Actions of June 15

WWCO Waterbury, Conn.—Granted acquisition of positive control by **Herbert Bloomberg** through corporate reorganization and sale of stock by **Murray Grossman** and **Herbert Saxe** to **Ruth R. Goddard.**

WOR New York, N.Y.—Granted cp to install new trans. for auxiliary purposes and increase power.

KOCY Oklahoma City, Okla—Granted cp to change ant.-trans. location and studio location and make changes in ant. system; condition.

WJBR (FM) Wilmington, Del.—Granted cp to install new ant. system and increase ant. height to 499 ft.

WGH-FM Newport News, Va.—Granted cp to increase ERP to 85 kw and ant. height to 400 ft.; change ant.-trans. location, install new type trans. and new type ant. and make changes in ant. system; remote control permitted; waived sec. 3.205 of rules to permit main studio to be located outside city where station is located and not at trans. site; conditions.

KTFS Texarkana, Tex.—Granted cp to change ant.-trans. location and establish remote control point (main studio location).

WLOB-FM Portland, Me.—Granted mod. of cp to change studio location and remote control point.

WNPS New Orleans, La.—Granted authority to remain silent between 9 a.m. and 3 p.m. each day for period beginning June 13 and ending Sept. 9.

KVRS Rock Springs, Wyo.—Granted authority to sign-off at 8 p.m. for period June 15 through Sept. 15.

■ Following stations were granted extensions of completion dates as shown: KHQ-TV Spokane, Wash. (main trans. & ant.) to Jan. 18, 1961; KOST (FM) Dallas, Tex. to Dec. 21; KUTE (FM) Glendale, Calif. to Aug. 1.

Actions of June 14

KOB Albuquerque, N.M.—Granted assignment of cp, license and SSA to **KSTP Inc.**

KMMK (FM) Little Rock, Ark.—Granted assignment of cp to **Hi-Fi FM Bcstg. Corp.**

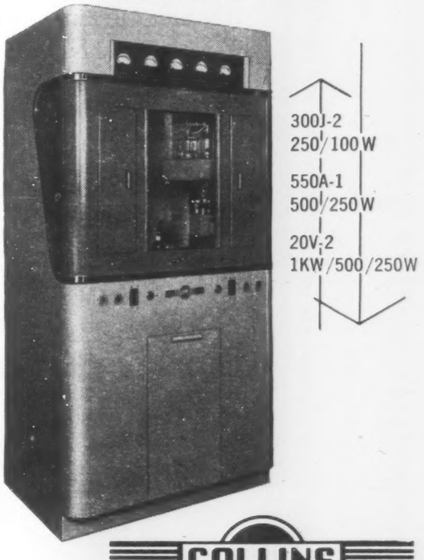
K70AL, K73AD Palm Springs, Calif.—Granted mod. of cps to change ERP to 151 w. type trans., and make changes in ant. system: ERP to 155 w. type trans., and make changes in ant. system.

WRIK-TV Ponce, P.R.—Granted mod. of cp to change trans. location and make changes in trans. and ant. system and equipment.

INCREASE
500 WATTS TO 1 KW
POWER
250 WATTS TO 1 KW
OVERNIGHT
250 WATTS TO 500 WATTS

DECREASE
1 KW TO 500 WATTS
POWER
1 KW TO 250 WATTS
INSTANTLY
500 WATTS TO 250 WATTS

SIX POWER COMBINATIONS IN ONE TRANSMITTER CABINET



COLLINS

help!

THE U.S. OLYMPIC TEAM NEEDS YOUR SUPPORT *NOW!*

AN URGENT APPEAL TO THE RADIO AND TELEVISION BROADCASTERS OF THE UNITED STATES:

BROADCASTING is publishing this announcement to place squarely before you the present financial situation of the United States Olympic Committee.

Right now when it should be concentrating on preparation for the big Games at Rome this summer, the Olympic Committee is faced by a serious situation. It must finance training programs, transport more than 450 athletes and officials to and from the Games and feed and house them there, yet it has received only one-third of the million and one-half it needs to do the job.

Without adequate funds, the U.S.O.C. can't take all our athletes to Rome. And we can't afford to lose to Russia. We can't afford to lose too badly. It would be a damaging blow to our national pride.

We're asking you to rectify this situation.

Radio and television fund-raising appeal kits have been prepared in behalf of the U.S.O.C. by Erwin Wasey, Ruthrauff & Ryan, Inc. (Chicago).

They're on their way to you.

We urge you to utilize the material and to contribute time to this worthy and worthwhile cause in the interests of public service.

Support Your **Olympic** Team

This space contributed to the U. S. Olympic Association by:

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

OUR RESPECTS TO . . .

William Colin Payette

Bill Payette, who was then reporting news instead of selling it, once scored a news beat on the plans for Jean Harlow's funeral because friends of the late actress mistook him for an undertaker.

It is an understandable mistake, especially in time of grief. Mr. Payette stands a well-kept 6 foot 5 and along with tact and courtesy possesses a dignity which, for solemn occasions, no doubt can be as commanding as a mortician's. But outside of funeral parlors—no favorite haunt anyway—he bears no resemblance to a mortician. Far from it; he's a newsman first and last.

Now 47 and general sales manager of United Press International, he has been a newsman for some 25 years. Throughout that span his work has been closely identified with radio and television. He started on the UPI radio desk in Los Angeles when the western radio wire was first opened; for a time he also wrote a Hollywood column for radio; he has worked for UPI on the venerable *Richfield Reporter* on the West Coast and for the *Esso Reporter* in South America; and when UPI wanted to organize a television service, he was the man who did it.

William Colin Payette was born May 13, 1913, in Aberdeen, Wash., the son of Edward and Eva Payette. The elder Payette was sheriff of Chehalis County, and the son got his middle name from that of a deputy killed in the pursuit of a fugitive.

Grounded ■ Long before young Bill was old enough to pack a gun his family packed its belongings and moved to Los Angeles. Then back to Washington state and, when he was 8, back to the L. A. area again. There he went through public school and the U. of Southern California, where he graduated in journalism in 1935. In high school he played football until he broke an arm, an accident that not only took him out of football but kept him out of basketball, where his height would have been even more valuable.

He was editor of several school papers during his high school days and, in Victorville, wrote a high-school column for the town's weekly. He had displayed a sales talent even before that; while still in elementary school he started as second newsboy on his corner and soon had so much business his competitor quit and left it to him.

After USC he worked for a year as editor of the *Santa Monica Topics*, a twice-a-week throwaway which was in the red when he joined and in the black when he left, but subsequently went out of business. In 1937 he moved from the *Topics* to United Press in Los Angeles, on the new radio desk.

Six months later he was transferred to the general news desk, but continued writing the UP Hollywood radio column. In the fall of the same year he was named bureau manager at Billings, Mont. (offices in the KGHL building), where part of his job was to prepare a daily radio report.

During the next two years he moved from Billings to Butte, again as bureau manager (he also was the staff in this one-man operation); from Butte to Helena as state manager, then back to Butte for a quick stint before transferring to Seattle in 1939 and Portland in 1940 as northwest news editor.

Front & Back Offices ■ In 1941 he was back in Los Angeles, where he became bureau manager in 1943 and remained in charge of Southern California and Arizona until the end of 1948. Then he was transferred to South America as manager of the northern division, in charge of all UP operations—both news and business—north of Brazil and Peru. During this two-year stint he established the first radio teletype delivery of news to South America and the first daily overseas Telephoto transmission of newspictures anywhere in the world. He once covered an earthquake disaster and signed up a new subscriber the same day. Newspapers in South America were so impressed by same-day delivery of pictures that when a group of Puerto Ricans tried to assassinate President Truman in Washington, one paper put out five extras in one day.

UPI's Payette

He tailors news to radio-tv needs

In 1951, when UP decided to establish a television news service, Mr. Payette was called to New York to develop the plans and set it up. The problem then was how news should be handled on television in the first place. Mr. Payette helped work out with 20th Century-Fox the joint project which now is UPI Movietone Television News. They evolved the system of supplying newsclips to stations for insertion locally, a script wire to keep the film current, an advance service which supplies stations with appropriate background film and copy on major news stories that are apt to develop, and, along with other pioneering services, the use of Facsimile to get news pictures to stations in a hurry.

He has been intimately involved in UPI's television and radio operations since that time. Even after his promotion to assistant general news manager in 1955, he continued to follow the broadcast activities closely and was frequently called upon for counsel. His accomplishments in all news media contributed to his elevation to the UPI board in 1958 and his selection as general sales manager last Dec. 30.

Client Comes First ■ Whether he's arranging news coverage or selling it, his philosophy is rooted in client service: "Figure out what the subscriber needs, then do it. We can do anything that people can pay for." It was this line of reasoning that led the UPI-Movietone division to launch its newest service, voiced news reports, a few weeks ago. Known as "UPI Audio," the new service feeds to UPI radio wire clients daily audio reports on top news stories breaking around the world (BROADCASTING, May 30).

Mr. Payette is a man who can take his work home and discuss it with a knowing audience. His wife, whom he married in 1952, is the former Virginia MacPherson, for many years UPI's widely read Hollywood columnist. They live with their children, Susan and Bruce, in Bronxville, N.Y.

The Payettes share a common hobby, skiing, which first attracted him in 1947. It looked like fun, so he took off for a month, went to Banff in the Canadian Rockies and practiced until he had mastered the ups and downs of it. Now he and the family shoulder their skis and are away for the weekend whenever work and weather permit. Their other common hobby is Nantucket; they spend his summer vacations there.

EDITORIALS

Evolution of Emmy

IF, perish the thought, an award were to be given for the best program devoted to the presentation of awards, last week's Emmy telecast would have to win. In writing, production, direction and performance it ranked far above its predecessors, which almost uniformly have flouted the basic rules of the art that the Emmies represent.

In short, the 90-minute ceremonies were conducted as entertainment first and ceremonies second. If they did not sparkle uniformly, at least they encouraged the hope that the professionals have finally learned how to handle their own affairs professionally.

We regret, therefore, that the producers did not capitalize as fully as they might have on their chance to advance the cause of the business they serve. They made a start, but fell short. We refer to the clips of outstanding variety, comedy and dramatic shows that television has offered during the past year. Here was a chance to remind the public forcefully—and yet without using a sledge-hammer to make the point—that television presents a great deal that is good despite its snobbish detractors and paid critics.

The inclusion of a long lineup of westerns among the "drama" clips, for instance, did nothing to counter the canard that television is all blood and violence. The Earps and Dillons have a place, but they cannot be equated with Olivier and Bergman under "drama". Coupling them would be misleading if the difference weren't so obvious: As it is, it merely perpetuates the critics' myth.

Without detracting from what they accomplished this year, we would suggest that the producers keep this point in mind next time. They need only to emphasize it a little more. So long as they earn their paychecks in television they should want to miss no opportunity to defend its name against unwarranted abuse.

Proxmire's quagmire

WISCONSIN'S eager young Senator Proxmire, who has made a fetish of sniping at the FCC, has fired again without checking his target.

He attacked what he called "political payola" because the FCC has announced its intention of granting ch. 10 in Albany, N. Y. on a regular basis to Capital Cities Broadcasting Corp., a company in which five Congressmen happen to own small interests. The examiner had given weight to this congressional participation in his initial decision.

But the FCC hasn't yet issued its final opinion. And we doubt whether the commission will decide that preference should be given Capital Cities because of the examiner's finding on this single point.

Mr. Proxmire's comments on the Senate floor, consequently, are premature. Moreover, we believe them ill-founded on other grounds. If the Proxmire philosophy prevailed, an individual, promptly upon his election to Congress, automatically would be disqualified from stock ownership in any broadcast licensee. The annual BROADCASTING survey of members of Congress identified with station ownership made last February shows there are 30 legislators having interests either in their own names or through their families, in radio and television properties. Under Mr. Proxmire's theory, they could not properly hold such interests.

The five congressmen in Capital Cities own about 5% of the some 1,150,000 shares. The largest single stockholder, with 16% is Lowell Thomas, the noted commentator. Frank M. Smith, president-general manager, is the second largest with 13%. There are, all told, 1,180 stockholders.

It isn't our purpose to argue the merits of Capital Cities versus Veterans Broadcasting Co., which lost out in the tentative decision. That's the FCC's job alone. And there's always recourse to the courts.

It is our contention, however, that there are no laws proscribing members of Congress for engaging in or investing in private business. Many able legislators have other business interests or professions. Unlike federal officials serving on administrative agencies, senators and representatives are elected. They must make an accounting of their stewardship to their electorates at prescribed intervals. Their opponents overlook no bets. If stock ownership in radio or television, or any other enterprises, results in unfairness or abuse, the voters soon are apprised of it. It all comes out in the voting booth.

More than mere words

THE elegant phrases and solemn admonitions of the revised NAB Radio Code will take on new meaning July 1. On that day the code will get its first set of enforcement teeth, with monitoring, self-policing and the other devices lending significance to the plaque that has decorated the reception rooms of subscribing stations.

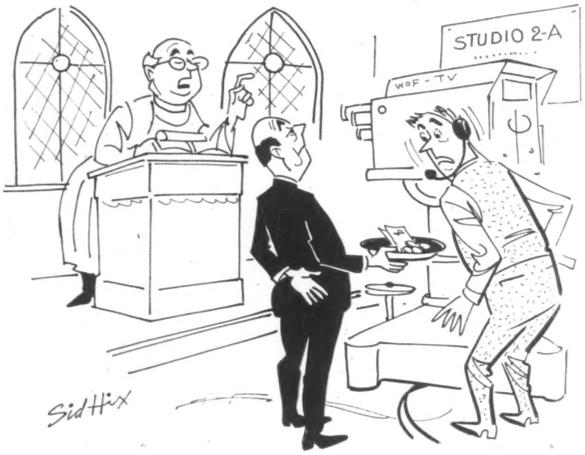
On reflection, July 1 poses a serious industry challenge. The abuses of payola are still fresh in the minds of Congress and future performance will be appraised to an important extent by the way stations join the new code structure and then live up to its ethical and commercial provisions.

Heretofore the code has meant whatever management wanted it to mean. At best it was a set of high standards to be followed faithfully. If not followed, it was at least a statement of noble ideals.

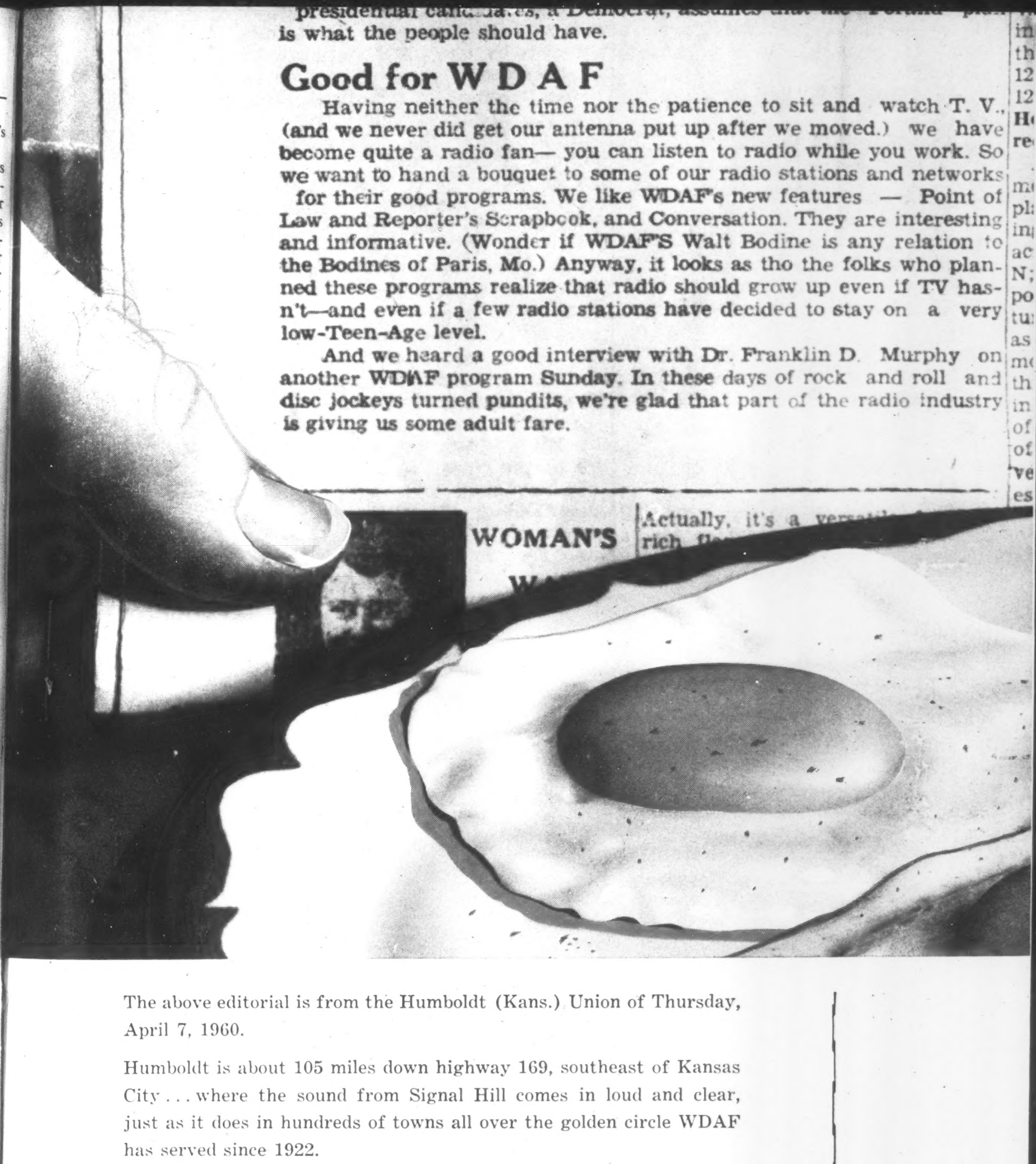
Now the radio code becomes a living set of rules. Its enforcement structure closely resembles that of the television code, which has a policy-making board, a staff of professional administrators and the power to throw out stations and networks that fail to live up to commercial and program requirements. Non-member stations are now eligible to become subscribers to the NAB radio document, an innovation that grew out of NAB sources and drew support in official Washington.

Self-regulation is at stake. All Washington, all advertising and the public will be watching the 3,500 am and 750 fm stations. If a substantial majority live up to the code provisions, radio will have an effective answer to its critics.

If the code flops, the alternative is unpleasant to contemplate.



Drawn for BROADCASTING by Sid Hix



presidential candidates, a Democrat, assumes that the
is what the people should have.

Good for W D A F

Having neither the time nor the patience to sit and watch T. V., (and we never did get our antenna put up after we moved.) we have become quite a radio fan— you can listen to radio while you work. So we want to hand a bouquet to some of our radio stations and networks for their good programs. We like WDAF's new features — Point of Law and Reporter's Scrapbook, and Conversation. They are interesting and informative. (Wonder if WDAF'S Walt Bodine is any relation to the Bodines of Paris, Mo.) Anyway, it looks as tho the folks who planned these programs realize that radio should grow up even if TV hasn't—and even if a few radio stations have decided to stay on a very low-Teen-Age level.

And we heard a good interview with Dr. Franklin D. Murphy on another WDAF program Sunday. In these days of rock and roll and disc jockeys turned pundits, we're glad that part of the radio industry is giving us some adult fare.

The above editorial is from the Humboldt (Kans.) Union of Thursday, April 7, 1960.

Humboldt is about 105 miles down highway 169, southeast of Kansas City . . . where the sound from Signal Hill comes in loud and clear, just as it does in hundreds of towns all over the golden circle WDAF has served since 1922.

We are most grateful to Publisher Malcolm Higgins for this recognition because he has praised the qualities WDAF Radio has worked the hardest to achieve . . . interesting, informative adult programming.

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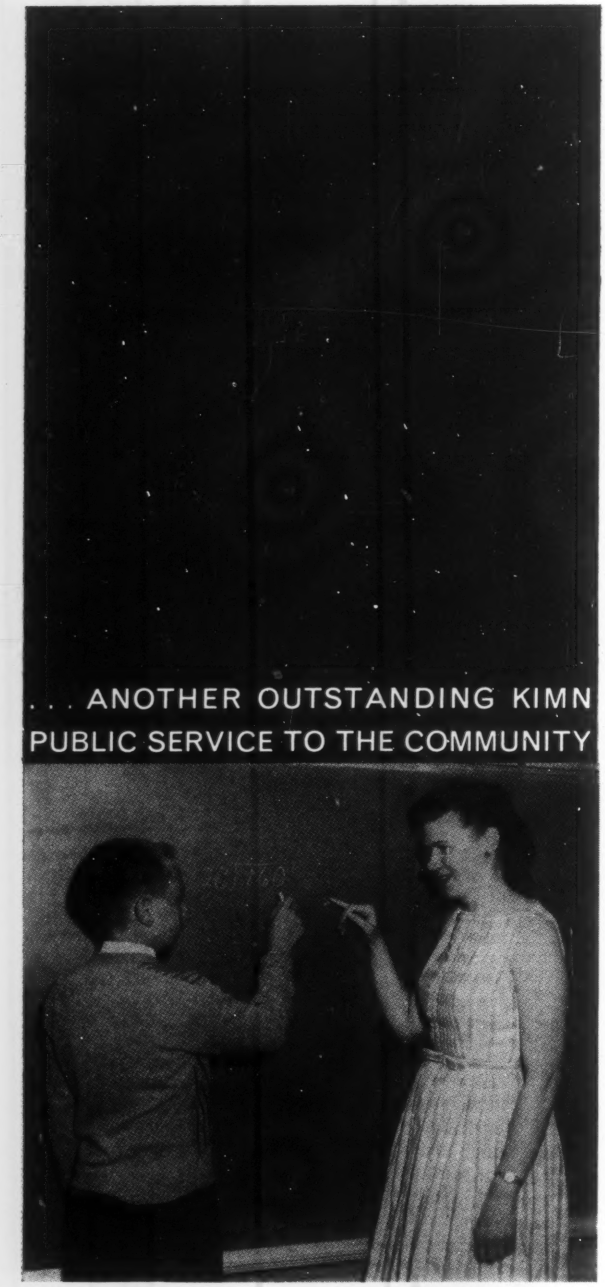

. . . ANOTHER OUTSTANDING KIMN PUBLIC SERVICE TO THE COMMUNITY

The role of the teacher is becoming increasingly important in the complex world of today and tomorrow. Because KIMN recognizes the fine influence a dedicated teacher has on our future citizens, it sponsored a "Teacher of the Year" contest, announcing the results on June 3, graduation day in Denver area schools. $1000 in cash was awarded to Miss Mildred Snow, teacher-counselor at Eiber Elementary School, Jefferson County, and a $500 U.S. Savings Bond went to 6th-grader Marty Haines, who submitted the winning nomination. KIMN sponsored this contest in order to bring to public attention the need for understanding and encouragement of the teaching profession.

KIMN . . . DENVER'S INTEGRITY STATION!

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